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JAN 21 12 08 PM '74

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

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

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

SUPPLEMENTAL STATEMENT

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

DEC 31 1973

For Six Month Period Ending

(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
E.M.O. Martenstyn
A.F. Ludowyke

Position
Director
Director

Date Connection
Ended
December 31, 1973
August 1, 1973

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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:

Name	Residence Address	Citizenship	Position	Date Assumed
P.V. Ramaswamy	500 East 77th Street New York, N.Y. 10021	India	Director	7/24/73
E.V. Melder	13800 Loree Lane Rockville, Md. 20853	Sri Lanka	Director & 1st Vice Chairman	8/22/73

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:

Name	Position or connection	Date terminated
Donald A. Wiederecht	Vice Pres. & Account Executive, Grey & Davis, Inc.	9/11/73

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:

Name	Residence Address	Position or connection	Date connection began
William F. Treadwell	226 Almeria Road West Palm Beach Florida 33405	Public Relations Consultant	September, 1973

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

Date of Termination

-
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	The Uganda Tea Board
The Tea Board of Kenya	The Tanzania Tea Authority
	Gremio dos Plantadores de Cha do Distrito da Zambesia

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-Dec., 1973 listing of K. Rapiieff Tea Tasting Demonstrations
- b. July-Dec., 1973 Consumer Publicity Reports
- c. 1973 - Final Report - "Touring For Tea"
- d. 1973 - Final Report - "Tea & Jazz"

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 23rd	India		\$ 29,977.50
August 27th	Kenya		5,810.00
August 27th	Sri Lanka		60,000.00
October 16th	Uganda		8,015.00
November 21st	Sri Lanka		50,090.00
November 28th	Kenya		5,810.00
December 12th	India		29,977.50

Total \$189,680.00

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, 1973

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:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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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:

Date	Amount or thing of value	Name of political organization	Name of candidate
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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 ☒
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.

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, New York
this 14 day of January, 19 74

Theodore A. Cammarota
(Signature of notary or other officer)

My commission expires March 30, 19 75

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0344550
Qualified in New York County
Commission Expires March 30, 1975

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.)

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

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REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

July

<u>Date</u>	<u>Organization</u>	<u>Location</u>
19	Rotary Club	Cheltenham, Pennsylvania

August

1	Rotary Club	Pompton Plains, New Jersey
1	Rotary Club	Allentown, Pennsylvania
6	Rotary Club	New Holland, Pennsylvania
7	Rotary Club	Timonium, Maryland
15	Rotary Club	West Nyack, New York
23	Rotary Club	Flushing, New York
29	Katherine Gibbs	New York City
30	Rotary Club	Union City, New Jersey
30	Kiwanis Club	Trenton, New Jersey

September 1973

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

September

<u>Date</u>	<u>Organization</u>	<u>Location</u>
4	St. Agnes Rosary Society	Clark, New Jersey
5	Rotary Club	Huntington, Pennsylvania
5	Catholic Ladies Guild	Philadelphia, Pennsylvania
6	Kiwanis Club	Roseland, New Jersey
11	Fatima Rosary Society	North Bergen, New Jersey
11	"WENT" Talk Show	Gloversville, New York
11	Women's Club YWCA	Gloversville, New York
12	Kiwanis Club	Stroudsburg, Pennsylvania
13	Lions Club	Passaic, New Jersey
15	Pennsauken Women's Club	Pennsauken, New Jersey
17	Republican Women's Club	No. Arlington, New Jersey
18	Kiwanis Club	Norristown, Pennsylvania
19	Rotary Club	Elizabeth, New Jersey
24	Glenside Auxiliary	Glenside, Pennsylvania

October 1973

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>October</u> <u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Pawtucket Women's Club	Pawtucket, Rhode Island
3	Quota Club	Pawtucket, Rhode Island
3	Rotary Club	Mattapoisett, Massachusetts
5	Married Couples Club	Roselle, New Jersey
8	Bangor Women's Club	Bangor, Pennsylvania
9	Clio Club	Roselle Park, New Jersey
10	Syosset Chapter Homemakers	Syosset, New York
11	Kiwanis Club	Stratford, New Jersey
16	Lions Club	Paramus, New Jersey
18	International Chatterers YWCA	Mount Vernon, New York
22	Kiwanis Club	Staten Island, New York
24	Senior Citizens	Baldwin, New York
25	Rotary Club	Roslyn, New York
26	Silvermead Community Club	Freehold, New Jersey
29	Valley Stream North High School--Home Economic Department	Valley Stream, New York

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

November

<u>Date</u>	<u>Organization</u>	<u>Location</u>
5	Nassau County Homemakers Council	Valley Stream, New York
6	Nassau County Homemakers Council	Baldwin, New York
7	Lions Club	Brookhaven, New York
8	Optimist Club	Kearny, New Jersey
8	Parkway Chapter of Deborah Hospital	Metuchen, New Jersey
12	Memorial Junior High School Home Economics Department	Valley Stream, New York
13	Home League of the Salvation Army	Kearny, New Jersey
14	Lions Club	Runnemede, New Jersey
16	Armenian Apostolic Group	Ridgefield, New Jersey
19	South High School Home Economics Department	Valley Stream, New York
19	Rosary Society	Newark, New Jersey
20	Westfield Business & Professional Women's Club	Fanwood, New Jersey
21	Women's Club	Wyckoff, New Jersey
26	Homemakers Group	Banford, Connecticut
26	Tatnuck Women's Club	Worcester, Massachusetts
27	Kiwanis Club	Glenside, Pennsylvania
28	Welcome Wagon Alumnae	Warminster, Pennsylvania

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

December

<u>Date</u>	<u>Organization</u>	<u>Location</u>
3	Memorial Jr. H.S.	Valley Stream, N.Y.
3	Perth Amboy Women's Club	Perth Amboy, N.J.
4	Rotary Club	Atlantic City, N.J.
5	Lions Club	Nutley, N.J.
6	Lions Club	Belleville, N.J.
10	South High School	Valley Stream, N.Y.
11	Tenafly Women's Club	Tenafly, New Jersey
18	Lions Club	Hauppauge, L.I. N.Y.
27	Kiwanis Club	Randolph, Massachusetts

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 July, 1973 **Date:** August 1, 1973

Newspaper Releases

- 4 black and white releases on iced tea, featuring all product forms and various preparation methods, released to metropolitan dailies for late summer use.
- 1 black and white release on iced tea placed with Cecily Brownstone for future use in her Associated Press syndicated column.

Radio-TV

Radio recording on keeping cool, featuring mixes and cold water method of making iced tea, released through Orr Productions "Good Living" series for August use.

Miscellaneous

7500 copies of the new Iced Tea Leaflet supplied to Bonnie and Reba Churchill who are offering it through their syndicated radio show (Radio Reports) and their syndicated youth column (Youth Parade). An additional 10,400 leaflets have been distributed mainly through the mailing to Public Utilities.

In the Works

Sta-Hi Color release on Fall Tea being prepared in cooperation with D-A-Y for Florida Citrus, Knox Gelatin and Tuna Research.

BT
[Handwritten signature]

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

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Monthly Report for the month of August, 1973

Date: September 5, 1973

Newspaper Releases

One column mat with cartoon illustration featuring iced tea released through North American Precis' "Good Psychology" series.

Radio-TV

Radio recording of interview with Sandy Head, Fashion Editor of Mademoiselle Magazine, discussing fall fashions and the convenience of instant tea for campus and hiking events, released through Sheridan-Elson's "Campus Sessions" series.

The TV kit released by General Foods in March which featured Russian Tea and for which the Tea Council contributed jars of instant tea has been reported used by 43 stations out of the 80 to which it was sent. A total viewing audience of 7,261,700 is estimated.

In the Works

Sta-Hi color release entitled "Let's Meet Over Tea" being released in cooperation with D-A-Y for fall use.

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

To: John Anderson
From: Beryl Walter
Subject: Publicity Report for the month of September, 1973

Copy to:

File:

Date: October 17, 1973

Newspaper Releases

Sta-Hi release entitled "Let's Meet Over Tea", featuring hot tea (teabags, loose and instant) released in cooperation with D-A-Y for Knox Gelatine, Florida Department of Citrus and Tuna Research Foundation).

2 column mat entitled "For the Holiday Hostess" featuring a tea-based punch released through ASR mat service for use in November and December.

Radio-TV

Radio recording on the subject of "Safety in the Kitchen" and featuring hot tea released through Orr Productions' "Good Living Series."

In the Works

2 color photographs with holiday themes and 5 black and white photographs taken for release in the Fall months.

Miscellaneous

According to our records at the end of September the following amounts of the booklet, "The Aim...Less Frame" have been distributed as a result of the RHR promotion for the film of the same name: through the RHR direct mailing to schools--19,719; through the ad placed in Forecast Magazine--1,920.

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, 1973

Date: November 2, 1973

Newspaper Releases

- 1 black & white mat with cartoon type illustrations featuring iced tea as an ingredient in a holiday punch released through North American Precis' "Good Psychology" series.
- 2 color print mailings and 4 black and white releases for the holiday in the works.
- 1 color Sta-Hi mailing for February release being prepared in cooperation with American Home Products (Chef Boyardee) and California Foods Research (for Cling Peaches).

Radio-TV

- 1 radio recording of interview with woman ski instructor being prepared by Sheridan-Elson for the "Campus Sessions" series.
- 1 radio recording featuring iced tea as a non-alcoholic drink to serve at holiday cocktail parties being prepared by Lorraine Orr for inclusion in her "Good Living" series.
- TV kit featuring tea bags and hot tea and including a whistling tea kettle as a prop being prepared for winter release.

Miscellaneous

Plans for 1974 being discussed with various suppliers--for radio recordings, mats, TV kits and films for TV.

BW

fw

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, 1973 Date: December 4, 1973

Newspaper Releases

2 color print mailings with holiday themes ("Give a High Tea During the Holidays" featuring hot tea and "Five Festive Drinks for the Holidays" featuring punches made with instant tea or teabags) sent to transparency using newspapers.

1 black and white mat featuring a holiday punch made with teabags, loose or instant tea released through ASR's "Today's Homemaking" feature.

Radio-TV

Radio recording of interview with woman ski instructor featuring a hot spiced honey tea made with teabags or instant tea released through Sheridan Elson's "Campus Sessions" series.

Radio recording featuring iced tea as a non-alcoholic beverage to serve at holiday cocktail parties released by Orr Productions' "Good Living" series for December use.

(The TV kit featuring a whistling tea kettle was cancelled because the kettle turned out to be inferior merchandise.)

In the Works

3 color photographs (2 featuring hot tea, 1 featuring iced tea) being taken for use in 1974.

Radio script featuring hot tea drinks for cold weather use being prepared through "Airlines" script service for release in December.

Radio recording featuring hot tea drinks for cold weather being prepared for release through Joe Ziehl Productions "Around the House" series.

Color Sta-Hi mailing entitled "Spell Welcome with the Pot Luck Buffet" being finalized for release in December for winter use. It features a hot tea punch made with teabags or loose tea and instant tea for a crowd. (This is being done in cooperation with American Cling Peaches and the California Prune Advisory Board.)

Plans for 6 releases in the Good Psychology series for 1974 and a slide TV mailing in the TV Takes series are in the works with North American Precis series.

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 December, 1973 Date: December 28, 1973

Newspaper Releases

Color feature entitled "Spell Welcome with a Pot Luck Buffet" released through Sta-Hi Color Service in cooperation with Cling Peaches Advisory Board, American Food Products and California Prune Advisory Board. The release features a hot tea punch made with teabags or loose tea and instant tea for a crowd.

- 1 black and white mat featuring hot tea released for January use in the North American Precis "Good Psychology" series.
- 2 Color Sta-Hi releases in the works for release in January. One is a St. Patrick's Day theme featuring hot tea; the second a spring luncheon featuring iced tea.

Radio-TV

Radio script featuring hot tea drinks for cold weather use released through Sheridan-Elson's "Airlines" service.

Radio recording of interview with physical education director of Brooklyn College released through "Sheridan-Elson's "Campus Sessions" series for January use.

Radio recording featuring hot tea punches for cold weather being released through Joe Ziehl's "Around the House" series.

In the Works

25,000 copies of "What You Should Know About Tea" being reprinted with revised copy to include the cold water method for iced tea.

BW 

ATTACHMENT NO. 2-24

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Final Report
"Touring Two For Tea"

Jan 21 2 05 PM '74

REGISTRATION UNIT
Between June 20th and August 9th Mita Ghosh of India and Methsili Silva of Sri Lanka undertook a publicity tour on behalf of the Tea Council covering a total of 30 markets, from Maine to Florida, Michigan to New Mexico.

Having covered the 32 largest markets with the same story in 1972 - tea and exotic foods, especially youth-oriented vegetarian foods and Iced Tea - this year's tour covered these middle-sized markets:

Albany	Little Rock	Richmond
Albuquerque	Louisville	Roanoke
Charleston	Memphis	San Antonio
Charlotte	Mobile	Scranton
Columbus	Nashville	Shreveport
Dayton	New Haven	Springfield
Grand Rapids	Norfolk	Syracuse
Jackson	Oklahoma City	Toledo
Jacksonville	Portland	Winston Salem
Knoxville	Raleigh	Worcester

By traveling together as a team in the company of a publicity specialist, it was possible to cover the media in each market in real depth.

The total TV, Radio time and Newspaper space which these young women produced for tea is as follows:

Radio - 36 separate interviews for a total of 15 hours, 52 minutes on the air.

TV - 43 live and taped programs for a total of 8 hours, 5 minutes.

Newspapers - 38 separate feature stories. To date 31 of those stories have appeared, producing 11,368 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 product which is only rarely achieved in a publicity program.

Michael Friedman
Michael Friedman Public Relations

September 11, 1973

MF:sc

SUMMARY OF MEDIA COVERAGE - 1973 TOURING TWO FOR TEA

MITA GHOSH & METHSILI SILVA

New Haven, Conn., June 18th

New Haven Courier-Journal - One hour interview with Marilyn Moger. Recipes given, own photos taken. Mitzie only.

WAVZ Radio - Twelve minute taped interview with Mike Burke for Eyewitness News.

WELI Radio - Fifty minute live interview with John Birchard for "RSVP," women's afternoon program. Discussed all aspects of tea, cold water brewing, instant, mixes, history.

Springfield, Mass., June 19th

Springfield Union - Forty minutes with Jean O'Connell covering all aspects of story including curry, cooking and recipes. Took pictures.

WTYM Radio - Twelve minute interview with Dave Lane, covering all aspects of story.

WREB Radio - Two hour taped interview with old pro Tracy Cole. This was a telephone call-in show and two hours was divided between the girls' story on tea and questions.

WHYN-TV - Taped ten minutes for the "Strum 'N Drummer" Show, a children's program, but a good vehicle. Girls were very relaxed with the children and, as the host pointed out, their parents also watch.

Worcester, Mass., June 20th

Worcester Telegram - Excellent two hour in depth interview with Marcia Burg who covered the tea story nearly in its entirety, also a personality piece on the girls. This was exclusive in the market, Miss Burg demanded it, but contrasted with the other media, and the resulting story, was definitely worth it. Used recipes and took own pictures.

Portland, Maine, June 21st, 22nd

Portland Express - One hour and ten minute interview with Mrs. Gertrude Cutler, who wanted the story very badly. Good tea coverage plus recipes and personality profiles.

WJAB Radio - Half hour taped interview with Bill Flynn, a young reporter who talked about tea exclusively.

WCSH-TV - Ten minute taped interview with Cliff Reynolds for "Weekday," morning program. Did cold water demonstration and covered mixes and instant. Tape requested.

Albany, N.Y., June 25th

Albany Times-Union - One hour and a half luncheon interview with Ellen B. Scott who was delighted to have story exclusively. Discussed tea, hot and iced, recipes, cold water method, India and Sri Lanka.

WHRL Radio - Taped forty-five minutes with Bill Patrick, an avid tea drinker, who endorsed it, hot and iced. All tea discussion covering all aspects of story.

WTEN-TV - Seven minutes live with Ralph Vartigan on "Dialing for Dollars," morning show. Mitzie did cold water brewing, discussed tea story and Sri Lanka.

WAST-TV - Five minutes live with John Wolf on "Coffee Break," morning show. Wolf said it certainly was iced tea weather which led Mita into cold water demo and discussion of various ways to make iced tea. Also briefly discussed India where it is grown.

Syracuse, N.Y., June 26th

Syracuse Herald-Journal - One hour interview with Emily Butterfield who concentrated on the food aspects of the story. Took recipes and own photos. Mitzie.

Syracuse Post-Standard - One hour twenty minute interview with Gertrude Lucey, who zeroed in on tea story, how hot tea is brewed, and iced tea is made, cold water brewing, instant and mixes. Also India and Sri Lanka and how tea is grown and picked. Mita.

WOLF Radio - Taped forty minutes with Ron Bee for "Contact '73" program. Covered perfect cup of tea, common tea making mistakes, impressions of U.S., tea growing in India and various ways of making iced tea.

WSOQ Radio - Thirty minute taped interview with George Payette. Discussed how to make a perfect cup of tea, iced tea's popularity, mixes, instant and cold water brewing.

WSYR-TV - Ten minutes live with substitute host Alan Milaire on "Ladies' Day," a morning show. Did cold water brewing and covered mixes and instant extensively.

Scranton, Penna., June 28th

Scranton Times - One and a half hour interview with Christine Vanston. Concentrated on food story and how hot and iced tea complement the recipes. Took recipes and our photos. Mitzie.

Scranton Tribune - Mrs. Gene Breslin discussed tea exhaustively, from planting to plucking, to glass and cup respectively. Took own pictures. Mita.

WVIA-TV - Carol Gould taped a fifteen minute piece for "Time with Carol" morning program, entirely on tea, cold water method, instant and mixes stressed as was discovery of iced tea and tea history.

Grand Rapids and Lansing, Mich., July 2nd

Lansing State Journal - Elizabeth Hill conducted forty minute interview covering all aspects of story. Took own photos and recipes.

WOOD Radio - Taped half-hour "Sunday Show" with Dave Bolton. Excellent coverage of all tea topics.

WZZM-TV - Eight minutes live with David Compton on "Eyewitness News at Noon." Good tea coverage particularly with cold water demonstration and discussion of instant tea.

WOTV-TV - Taped seven minutes for the "Buck Matthews Show." Matthews a strong tea man, preferred tea to coffee, discussed instant tea and cold water method, drank iced tea with Mita and Mitzie on camera, found cold water brewed tea no different from regular way or instants.

Toledo, Ohio, July 3rd

Toledo Blade - One hour and forty-five minute interview with Mary Alice Powell. Used TV props for own photo, took recipes, covered story in all areas of tea and food.

WOHO Radio - Fifteen minute live program with Kathy Carroll. Covered all aspects of story including cold water brewing and instants and mixes.

WSPD Radio - Did forty-five minutes live with Ron Tindall, and then returned after live TV show at noon to do another hour. Covered all aspects on story on this program, "Feminine Forum."

WSPD-TV - June Miller did eight minutes live on "The Noon Report." Interested in Sri Lanka and India. Women did cold water demo and led into a discussion of instants and mixes.

Columbus, Ohio, July 5th

Columbus Citizen-Journal - One hour twenty minute interview with Fritzie Ayle, an old pro who used TV tea props for own photo, discussed food and what types of tea go best with what dishes. Took recipes.

WMNI Radio - Eight minutes live with Bob Vincent on his afternoon show. Cold water brewing, instant and pre-flavored mixes and perfect cup of tea discussed.

WTVN Radio - Allen Edwards taped ten minutes for "Conversation." Excellent interviewer, covered cold water method, instants, common mistakes while making tea, tea history.

WLWC-TV - Taped thirty minute interview for "Columbus Today" covering all aspects of tea and food stories, India, and how to make perfect hot and iced tea, instants, mixes and cold water. Mita.

Dayton, Ohio, July 6th

Dayton Journal-Herald - Carol Motta did hour long interview with Mita covering all aspects of story. Photos given and recipes.

Dayton Daily News - Two separate stories. Harvey Shapiro did hour and ten minutes with Mitzie stressing feature angle of story. Covered tea and food. Recipes given and photos.

WHIO-TV - Taped thirty minutes with Gil Whitney for "WHIO-TV Reports." Introduction set tone for show. Whitney: "We're going to talk about tea, the world's most common drink." Half-hour entirely on tea, cold water brewing, instant mixes, tea growing and harvesting, the perfect cup of tea.

Louisville, Kentucky, July 9th

Louisville Times - One hour and twenty minute interview with Linda Inskeep covering all aspects of story. Recipes given, took own photos.

WINN Radio - Mark Daniels taped two fifteen minute excellent programs for "Aspect."

WHAS-TV - Host Milton Metz did twelve minutes live on "Omlet" program. Covered life in Sri Lanka and India, tea growing, harvesting, how to make a perfect cup of tea, various types of iced tea.

WLKY-TV - Linda Bryan taped two fifteen minute segments for "Under Discussion" and "Rap It Up" programs. Had done homework; discussed tea producing and markets for tea, tea growing, cold water brewing with strong reference to instant mixes and flavored mixes, girls' discovery of iced tea, tea as the universal all time drink, and how tea is drunk in Sri Lanka and India.

Roanoke, Virginia, July 10th

Roanoke Times - Sandra Kelly interviewed Mita for one hour concentrating on India, foods and tea. Took photos and recipes.

Roanoke World News - Toni Burks interviewed Mitzie for one hour and a quarter covering Sri Lanka, tea hot and iced and perfect cup and glass of tea respectively. Took photos and recipes.

WFIR-Radio - Taped twenty minutes with Ted Rogers for his early morning radio show, covering all aspects of story.

WDBJ-TV - Polly Ayres did eight minutes live for midday "Panorama" show. Covered details of tour, tea drinking customs in U.S. and India and Sri Lanka, Mita's discovery of iced tea, Mitzie on perfect cup of tea, "delicious" instant mixes and cold water brewing, recipes and curry.

Richmond, Virginia, July 11th

Richmond Times-Dispatch - Christine Lohrman interviewed Mita for one and a half hours, covering hot and iced tea, recipes, tea drinking customs. Took recipes and own photos.

Richmond News-Leader - Pattie Gulliver interviewed Mitzie for one hour and twenty minutes, covering Sri Lanka and tea drinking customs in depth. Took recipes and photos.

WXEX-TV - John Mackin did ten minutes live for midday "Contact" show covering tea and India with Mita.

Richmond, Virginia, July 11th (cont'd.)

WTVR-TV - Seven minutes with Dave Lawder live for noon show covering tea, Sri Lanka and recipes. Mitzie.

WCVE-TV - Betty Hamlet, excellent hostess, did fifteen minutes live on educational station following Masterpiece Theatre. Discussed tour details, tea drinking habits, India, Sri Lanka and U.S., perfect cup of tea, types of tea, tea's medicinal properties and cold water method.

Norfolk, Virginia, July 13th (Mita)

Norfolk Ledger-Star - Sandra Sisson did one hour and fifteen minutes covering curry, hot and iced tea, India and Mita's stay in U.S.

WTAR Radio - Host Mike Secrest interviewed Mita for thirty minutes, then took 'phone calls for an additional half-hour, covering all aspects of story. Offered recipes on the air.

WCMS Radio - Joe Hoppel taped thirty minutes for "Tidewater Faces the Nation," covering tea and food story in depth.

WTAR-TV - Twelve minutes live on the "Dick Lamb Show" early morning TV. Excellent interviewer, instant tea and mixes with pitcher of cold water brewed tea on camera for entire program. Why young people like iced tea, hot tea making, cold water method, mixes and instant.

Raleigh-Durham, N.C., July 16th

Raleigh News & Observer - Jean Harris, an old hand, did two & a half hour interview with both women covering all tea and food topics exhaustively. Took recipes and photos.

WDNC Radio - Dick Storck taped thirty minutes for the "Durham Radio Magazine" Show. Mitzie discussed tea growing, types of teas, how to make perfect cup, discovery of instant and mixes, flavors, cold water brewing. Tapes were aired three consecutive mornings.

WRAL-TV - Mitzie appeared for ten minutes live with Bette Elliott on the A.M. program, "Femme Fare." Discussed tour, Tea Council sponsorship, background, wide iced tea use in the U.S., cold water brewing, instant and mixes. Iced tea was on camera for thirty minute program.

Winston Salem, N.C., July 17th

Winston Salem Journal - Hour and a half luncheon interview with Nell Martin. Took our recipes and own photos and covered tea, food, India and Sri Lanka.

WKBX Radio - Ralph Smith taped fifteen minutes for "Profile" program. How to make a perfect cup of tea, iced tea in U.S., instant, mixes and cold water brewing.

WSJS Radio - Marge Sosnick taped half-hour for "Comment" which airs next day at noon. Half-hour solid on all aspects of tea.

WXII-TV - Jim Tucker did ten minutes live on the "Today at Home" show, an early morning show. Covered 100 years of tea in Sri Lanka, Mitzie's background, Mita on the U.S., India, differences in tea drinking habits in Sri Lanka, India and the U.S., cold water brewing, mixes and instant.

Charlotte, N.C., July 18th

Charlotte Observer - Helen Moore had the girls come to her home, served them tea, and interviewed them for two hours. A thoroughgoing professional, she had done her homework and was well prepared to discuss food, tea, Sri Lanka, India, the whole story.

WAYS Radio - Robin Richards taped a twenty minute interview and let the girls carry the ball. They did with twenty minutes of all aspects of tea.

WBTV-TV - Jim Patterson did six minutes live for "The Morning Scene," a morning show. Instant tea, teabags, the girls' discovery of iced tea, cold water brewing, mixes, all discussed.

WBTV-TV - Ty Boyd did an eight minute tape for "The Scene at Noon," a midday news feature program. Good, professional interviewer covered meaning of Sri Lanka, convenience of instants and pre-flavored mixes, India and Sri Lanka. Boyd concluded with, "Sip a cup of tea today."

Charleston, S.C., July 19th, 20th

Charleston Evening Post - Staff photograph of Mitzie and Mita. Story featured hot tea brewing.

Charleston News & Courier - Charlotte Walker interviewed the women for an hour and twenty minutes on all aspects of tea. A superb interviewer and writer, she took recipes and own pictures. She then brought in Karen Amrhine who did a separate story on the women, their backgrounds in Sri Lanka and India, impressions of U.S., home tea drinking customs versus U.S.

WNCG Radio - Jack Wilson taped twelve minutes on all aspects of iced tea preparation including instants, mixes and cold water method.

WCSC-TV - Carol Godwin did twelve minutes live on "Carol Goodwin on Camera," a midday show. Covered touring with tea, difficulties in getting a good cup of tea in restaurants, popularity of iced tea, "marvelous" flavored mixes and instants and tea growing. Godwin drank tea on camera and commented on the excellence of the cold water method.

WCIV-TV - Don Shelby did fifteen minutes live on "Charleston Today," an early morning show. Discussed U.S. tea consumption, common brewing mistakes, use of instants to make perfect cup of tea, cold water brewing and simplicity of mixes. Shelby drank tea on camera with enthusiasm and pleasure.

Knoxville, Tennessee, July 25th

Knoxville News-Sentinel - Louise Durman interviewed Mita for one hour on tea, food, curry, cold water brewing method, mixes and instants. Took own picture and recipes.

WTVK Radio - Bob Catron taped ten minutes covering hot and iced tea, India and Sri Lanka.

WEEN Radio - Billie Speck taped fifteen minutes for the "Billie Speck Show," an afternoon program, covering iced tea preparation, mixes, instants and cold water method.

WBIR-TV - Twenty-two minutes live with Carol Utley on the "Carol Utley Show," an early morning program. Covered all aspects of tea and food story. Mita.

Memphis, Tennessee, July 27th

Memphis Commercial-Appeal - Chris Arpe did hour and a half luncheon interview covering all areas of tea and food stories, Sri Lanka and India, U.S. drinking habits. Took pictures and recipes.

WHER Radio - Mita did one hour interview live with Jim Fields for "Fields in the Morning" show. Strong on all aspects of tea.

WREC Radio - Mitzie did one hour live with Allan Tynes on "The Tynes Line," another morning radio show. Again, good strong tea for entire hour.

WREC TV - Russ Hodge did seven minutes live on "Good Morning from Memphis." Tea growing in India and Sri Lanka, hot and iced tea preparation, iced tea drinking in the U.S.

WMC-TV - Peggy Rolfes did five minutes live on "On the Scene News" at noon. How hot and iced tea both can cool. Miss Rolfes closed with, "Drink more and more tea - look what it can do for you," referring to Mitzie and Mita.

Jacksonville, Florida, July 30th

Florida Times-Union - Elizabeth Cornelius interviewed Mita for one and a half hours. Own picture taken with Mita pouring hot tea. A veteran food editor, she covered food and tea in great depth. Took recipes.

WJAX Radio - Mita taped twelve minutes with Ms. Tandy Swink. Good references to instants and flavored mixes.

WTLV-TV - Mita taped nine minutes with Virginia Atter for "Today in Jacksonville." Good coverage of tea, hot and iced, Indian cuisine. Iced tea sipped throughout interview.

WJXT-TV - Dick Stratton did ten minutes live with Mita on "Midday." Tea growing, cold water brewing, perfect cup of tea. Stratton sipped tea and said he preferred it with lemon.

Mobile, Alabama, August 1st

Mobile Press - Tommye Miller interviewed women for one hour and ten minutes. Good interviewer, took recipes and own pictures.

WABB Radio - Mike Sloan taped fifteen minutes for "Focus" show. Covered all aspects of tea and food story with emphasis on cold water method, mixes and instants.

WKRC-TV - Mary Noland and Connie Bea Hope did entire half hour live on "Woman's World," a midday woman's show. Miss Noland handled tea preparation including cold water, mixes and instants; Miss Hope did cooking spot featuring curry. Excellent coverage for tea during entire show.

WALA-TV - Claude Evans, a newsman, taped six minutes for "Today In Mobile" covering hot and iced tea, India and Sri Lanka, tea drinking there and in U.S.

Jackson, Mississippi, August 2nd

Jackson Clarion-Ledger - Mary Alice Bookhart interviewed women for nearly two hours. Set up lovely outdoor picture, charmed with Mita and Mitzie, wanted to know all about India and Sri Lanka, tea and Far Eastern cuisine. Took recipes.

WLBT-TV - Eight minutes live with Judy Denson on "Coffee with Judy" program, early morning show. Covered iced and hot tea, Indian and Sri Lanka cuisine.

WAPT-TV - Taped fifteen minutes with Lyn Smith for "Lyn's Notebook," a midday program. Discussed cold water method and demonstrated mixes, instant, Sri Lanka and Indian food.

Shreveport, Louisiana, August 3rd

Shreveport Times - Janie Flourncy, young and enthusiastic reporter, interviewed women for fifty minutes. Knew little about tea when began, a lot more later. Took recipes and pictures.

KCIJ Radio - Sarah Jones taped twenty-two minutes plugging tea in all forms for the entire period. Young interviewer, very agreeable.

KWKH Radio - Did seven minutes live with Louise Alley on "Open House" program. Bubbly hostess who was interested in women's tea drinking habits at home and in U.S.

KTBS-TV - Taped fifteen minutes with Mary Margaret Storey for "Conversation," a midday program. Discussed mixes, instant and hot tea, the perfect cup of tea, also food and curry.

Little Rock, Arkansas, August 6th

Arkansas Gazette - Mrs. Harriet Aldridge interviewed women for one hour and a quarter on all aspects of tea, hot and iced, various methods of preparation and food. An excellent interviewer. Took recipes and photos.

KXLR Radio - Bob Roberts taped fifteen minutes and did an excellent job on mixes and instant as well as cold water brewing.

KATE-TV - Fourteen minutes live with Sam Jones on "Arkansas," an early morning program. American tea drinking habits, popularity of iced tea, cold water brewing and ease of pre-flavored mixes and instant.

KTHV-TV - Bob Hicks taped eight minutes for "Arkansas Midday." Good, interesting interview with able host, covering all aspects of hot and iced tea, here and in Sri Lanka and India.

Oklahoma City, Oklahoma, August 7th

Daily Oklahoman - Sigrid Abbott interviewed women for more than an hour covering foods, curry, macrobiotic, hot tea and instants, mixes and cold water brewing.

KOMA Radio - J.D. Van Sickle, news director, taped fifteen minutes for "Perspective" program. Good emphasis on tea and food, India and Sri Lanka.

KOCO-TV - Eight minutes live with Bill Mitchell on the "Ida B. Show," a morning program. Brief discussion of work of Tea Council, work of India and Sri Lanka. Cold water brewing with good reference to instants and mixes.

WKY-TV - Danny Williams did four minutes live on "Dannysday" midday program. Covered cold water method briefly, with instants and mixes.

San Antonio, Texas, August 8th

San Antonio News Express - Jane Terry Ulbrich interviewed women for one hour concentrating on food and how tea went well with various dishes. Took photographs and recipes.

San Antonio Light - Margaret Miles took recipes, biographies and pictures, said she would do story entirely from background.

KSAT-TV - John Wilson did five minutes live on "Seven," an early morning program. Discussed various types of Sri Lanka and Indian tea, American's preference for iced, how to make perfect iced tea, three ways.

WOAI-TV - Martha Buchanan taped six minutes and did a good job on Indian and Sri Lanka tea, girls' backgrounds and future plans. Covered iced tea, mixes and instants and their speed and convenience.

Albuquerque, New Mexico, August 9th

Albuquerque Journal - Dorothy Houk interviewed women for an hour over breakfast. Friendly and competent, covered foods, meatless diet, how tea goes so well with light summer food.

KZIA Radio - Mary Mahoney taped fifteen minutes for the "Mary Mahoney Show." Mrs. Mahoney, an old pro, covered all areas of tea and food for University of New Mexico station.

KGGM-TV - Did twenty-one minutes live with Dan Smith on "Forum 13," that's the entire show. Covered tour, iced tea, how hot tea is used in Sri Lanka and India, cold water brewing. Smith sampled on camera and liked. Said he uses mixes and instants himself.

KGGM Radio - Ten minutes live on the "Bill Yeager Show." Newsy spot featuring iced tea and how to make a perfect glass with instants, mixes or the cold water method.

"Tea & Jazz was built on the framework of the Council's 'Tea-Teens-Music' program of prior years. It added a major element to that successful formula - Festival Productions Inc., producers of famous jazz festivals all over the country and the world, including the Newport Jazz Festival in New York.

"We concentrated our efforts in 21 major markets and mapped our program strategy with representatives of Festival Productions in each of the markets. We made available to these operatives 30,000 Tea & Jazz posters and 50,000 entry blanks which were liberally distributed in schools and colleges, music stores, record shops, young clothing departments and with radio D.J.'s. We also arranged, in each of the cities, to have the top music radio station take on Tea & Jazz as part of its on-air programming. We had at least one station in every city participating - on a continuing basis - for three to four months. As the promotion gained momentum across the country, George Wein of Festival Productions visited each of the 21 markets.

"Here are the very impressive statistics just in the broadcast media recorded for Tea by George Wein: 157 radio interview programs; 52 TV interview programs; and a special syndicated program on 'Tea & Jazz' on which we have verified use on 210 stations across the country with an audience of over 16 million; plus an important 'Monitor' interview on 286 of the NBC network stations.

"Wherever he went, George Wein was big news.

"Here are the print results:

30 music and underground papers	-	1,810 lines of space;
35 weekly newspaper stories	-	9,984 lines of space;
50 daily newspapers	-	12,482 lines of space.

"The numbers are impressive and while this was a market-by-market promotion for Tea, there were much broader dimensions to it.

"Four big wire service stories for Tea & Jazz appeared - one on the United Press International wire serviced to 1,100 papers, and three on the Associated Press wire, each one of them to 1,400 papers. Also King Features, through Jack O'Brian's column, carried a Tea & Jazz item to 75 newspapers. Finally, Poppy Cannon tied in the idea of Tea & Jazz in her syndicated column. Her story bore the headline 'Tea and All That Jazz' and her tea recipe was called 'Tea a la Newport.' All this publicity, all this coverage and attention - generated more than 2,600 taped entries involving 17,500 musicians.

"In addition to all the George Wein stories in newspapers and radio and TV interviews; and the wire services and syndicated stories, a grand total of 273 other feature stories - special stories - for Tea & Jazz ran in printed media."

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September 11, 1973

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

REPORT OF THE TREASURER

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 1973

	<u>ACTUAL TO</u> <u>9/30/73</u>	<u>BUDGET TO</u> <u>9/30/73</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$545,473</u>	<u>\$545,473</u>	<u>\$545,473</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$220,227	\$227,600	\$275,000
Producing Countries Contributions	302,828	296,570	398,120
Interest	<u>21,789</u>	<u>21,000</u>	<u>28,000</u>
Total Receipts	<u>\$544,844</u>	<u>\$545,170</u>	<u>\$701,120</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	\$514,057	\$537,760	\$653,625
Uncommitted	<u>---</u>	<u>---</u>	<u>142,968</u>
Total Expenditures	<u>\$514,057</u>	<u>\$537,760</u>	<u>\$796,593</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$576,260</u>	<u>\$552,883</u>	<u>\$450,000</u>

<u>Tea Council Activities</u>	<u>Actual Expense Thru 9/30/73</u>	<u>Budget Thru 9/30/73</u>	<u>1973 Budget</u>
101 Salaries (8)	\$ 90,269	\$ 89,800	\$120,535
104 Special Services	12,723	13,600	18,000
107 Travel & Expense	9,627	11,300	15,000
110 Employees' Pension, Taxes & Ins.	18,353	18,200	22,000
113 Office Supplies & Expense	10,534	7,400	12,000
116 Rent & Maintenance	24,234	24,600	31,000
119 Furniture & Equipment	1,232	1,800	2,500
122 Insurance & Sundry Expense	3,212	4,500	6,000
125 Exhibits & Presentations	3,400	3,000	3,500
128 Publications	19,829	19,500	23,000
132 Photographs	4,769	4,800	5,500
138 Clippings, Radio & TV Reports	1,410	1,500	1,900
141 Publicity Mailings & Materials	12,718	14,500	20,000
144 Tea Convention	1,787	6,000	18,000
147 TV & Radio Publicity	5,841	5,900	8,000
160-189 Special Projects	<u>299,084</u>	<u>316,325</u>	<u>353,310</u>
Gross	\$519,022	\$542,725	\$660,245
151 Less Service Fee Paid by Tea Ass'n.	<u>(4,965)</u>	<u>(4,965)</u>	<u>(6,620)</u>
Net	<u>\$514,057</u>	<u>\$537,760</u>	<u>\$653,625</u>

<u>Special Projects</u>	<u>Actual Expense Thru 9/30/73</u>	<u>Budget Thru 9/30/73</u>	<u>1973 Budget</u>
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 53,542	\$ 54,250	\$ 58,000
161 Physical Fitness Booklet	32,669	33,000	33,000
162 Postage & Handling Booklet Shipments	19,642	21,500	28,000
164 Development New A.F.C.A. Program	3,260	3,500	3,500
165 Distribution, "Winning Baseball" Film	16,122	17,500	21,500
166 Replacement Prints-"Winning Baseball"	---	---	---
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	<u>34,814</u>	<u>35,000</u>	<u>37,500</u>
Sub Total	\$165,049	\$169,750	\$186,500
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 893	\$ 975	\$ 1,500
167 ABC's of American Industry	14,960	15,200	17,000
170 Tea Trade Journal Ads	744	800	800
171 Film Distribution	10,352	9,200	15,000
172 Reprint "Aim...Less Frame" Booklet	4,709	4,700	4,710
173 Film Prints, "Aim...Less Frame"	2,485	2,500	2,500
175 Misc.devel. of ideas, sketches, etc.	10	1,500	2,000
181 Speakers' Bureau	9,568	10,000	16,000
182 Touring for Tea	25,927	25,000	25,000
183 Tea and Music	56,478	56,000	56,100
184 Utility - Home Dem.	195	200	200
185 New Home Economics Filmstrip	---	7,000	7,000
186 Department Store Project	1,000	1,500	1,000
188 Research	4,714	10,000	10,000
189 Treadwell Campaigns	<u>2,000</u>	<u>2,000</u>	<u>8,000</u>
Grand Total	<u>\$299,084</u>	<u>\$316,325</u>	<u>\$353,310</u>

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

REPORT OF THE TREASURER

FOR THE TEN MONTHS ENDED OCTOBER 31, 1973

	<u>ACTUAL TO</u> <u>10/31/73</u>	<u>BUDGET TO</u> <u>10/31/73</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$545,473</u>	<u>\$545,473</u>	<u>\$545,473</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$249,238	\$240,833	\$275,000
Producing Countries Contributions	310,843	398,120	398,120
Interest	<u>24,821</u>	<u>23,333</u>	<u>28,000</u>
Total Receipts	<u>\$584,902</u>	<u>\$662,286</u>	<u>\$701,120</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	\$560,629	\$589,126	\$663,625
Uncommitted	<u>---</u>	<u>---</u>	<u>132,968</u>
Total Expenditures	<u>\$560,629</u>	<u>\$589,126</u>	<u>\$796,593</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$569,746</u>	<u>\$618,633</u>	<u>\$450,000</u>

<u>Tea Council Activities</u>	<u>Actual Expense Thru 10/31/73</u>	<u>Budget Thru 10/31/73</u>	<u>1973 Budget</u>
101 Salaries (8)	\$100,356	\$100,361	\$120,535
104 Special Services	13,573	14,297	18,000
107 Travel & Expense	10,637	12,360	15,000
110 Employees' Pension, Taxes & Ins.	19,814	19,900	22,000
113 Office Supplies & Expense	11,001	9,038	12,000
116 Rent & Maintenance	26,423	26,350	31,000
119 Furniture & Equipment	1,232	2,500	2,500
122 Insurance & Sundry Expense	3,312	5,000	6,000
125 Exhibits & Presentations	3,408	3,500	3,500
128 Publications	19,906	23,000	23,000
132 Photographs	5,079	5,100	5,500
138 Clippings, Radio & TV Reports	1,544	1,600	1,900
141 Publicity Mailings & Materials	13,524	16,000	20,000
144 Tea Convention	17,008	18,000	18,000
147 TV & Radio Publicity	6,201	6,500	8,000
160-189 Special Projects	<u>313,126</u>	<u>328,135</u>	<u>363,310</u>
Gross	\$566,144	\$591,641	\$670,245
151 Less Service Fee Paid by Tea Ass'n.	<u>(5,515)</u>	<u>(5,515)</u>	<u>(6,620)</u>
Net	<u>\$560,629</u>	<u>\$586,126</u>	<u>\$663,625</u>

<u>Special Projects</u>	<u>Actual Expense Thru 10/31/73</u>	<u>Budget Thru 10/31/73</u>	<u>1973 Budget</u>
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 55,015	\$ 55,500	\$ 58,000
161 Physical Fitness Booklet	32,669	33,000	33,000
162 Postage & Handling Booklet Shipments	19,671	22,000	28,000
164 Development New A.F.C.A. Program	3,260	3,500	3,500
165 Distribution, "Winning Baseball" Film	17,526	19,700	21,500
166 Replacement Prints-"Winning Baseball"	---	---	---
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	<u>35,571</u>	<u>35,800</u>	<u>37,500</u>
Sub Total	\$168,712	\$174,500	\$186,500
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 893	\$ 1,325	\$ 1,500
167 ABC's of American Industry	14,960	16,000	17,000
170 Tea Trade Journal Ads	744	800	800
171 Film Distribution	10,773	12,000	15,000
172 Reprint "Aim...Less Frame" Booklet	4,709	4,710	4,710
173 Film Prints, "Aim...Less Frame"	2,485	2,500	2,500
175 Misc.devel. of ideas, sketches, etc.	10	2,000	2,000
180 New Radio Program	---	---	10,000
181 Speakers' Bureau	10,985	11,000	16,000
182 Touring for Tea	25,955	25,000	25,000
183 Tea and Music	56,478	56,100	56,100
184 Utility - Home Dem.	195	200	200
185 New Home Economics Filmstrip	6,513	7,000	7,000
186 Department Store Project	1,000	1,000	1,000
188 Research	4,714	10,000	10,000
189 Treadwell Campaigns	<u>4,000</u>	<u>4,000</u>	<u>8,000</u>
Grand Total	<u>\$313,126</u>	<u>\$328,135</u>	<u>\$363,310</u>

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

REPORT OF THE TREASURER

FOR THE ELEVEN MONTHS ENDED NOVEMBER 30, 1973

	<u>ACTUAL TO</u> <u>11/30/73</u>	<u>BUDGET TO</u> <u>11/30/73</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$545,473</u>	<u>\$545,473</u>	<u>\$545,473</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$268,386	\$259,593	\$275,000
Producing Countries Contributions	366,742	398,120	398,120
Interest	<u>27,652</u>	<u>25,667</u>	<u>28,000</u>
Total Receipts	<u>\$662,780</u>	<u>\$683,380</u>	<u>\$701,120</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	\$595,026	\$622,329	\$663,625
Uncommitted	<u>---</u>	<u>---</u>	<u>132,968</u>
Total Expenditures	<u>\$595,026</u>	<u>\$622,329</u>	<u>\$796,593</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$613,227</u>	<u>\$606,524</u>	<u>\$450,000</u>

<u>Tea Council Activities</u>	<u>Actual Expense Thru 11/30/73</u>	<u>Budget Thru 11/30/73</u>	<u>1973 Budget</u>
101 Salaries (8)	\$110,442	\$110,448	\$120,535
104 Special Services	15,084	16,322	18,000
107 Travel & Expense	11,379	13,680	15,000
110 Employees' Pension, Taxes & Ins.	21,225	21,000	22,000
113 Office Supplies & Expense	11,727	10,538	12,000
116 Rent & Maintenance	28,605	28,675	31,000
119 Furniture & Equipment	1,232	2,500	2,500
122 Insurance & Sundry Expense	3,559	5,000	6,000
125 Exhibits & Presentations	3,416	3,500	3,500
128 Publications	20,622	23,000	23,000
132 Photographs	5,154	5,200	5,500
138 Clippings, Radio & TV Reports	1,667	1,730	1,900
141 Publicity Mailings & Materials	15,584	17,465	20,000
144 Tea Convention	15,527	18,000	18,000
147 TV & Radio Publicity	7,119	7,251	8,000
160-189 Special Projects	<u>328,749</u>	<u>344,085</u>	<u>363,310</u>
Gross	\$601,091	\$628,394	\$670,245
151 Less Service Fee Paid by Tea Ass'n.	<u>(6,065)</u>	<u>(6,065)</u>	<u>(6,620)</u>
Net	<u>\$595,026</u>	<u>\$622,329</u>	<u>\$663,625</u>

<u>Special Projects</u>	<u>Actual Expense Thru 11/30/73</u>	<u>Budget Thru 11/30/73</u>	<u>1973 Budget</u>
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 57,478	\$ 56,750	\$ 58,000
161 Physical Fitness Booklet	32,669	33,000	33,000
162 Postage & Handling Booklet Shipments	20,250	23,600	28,000
164 Development New A.F.C.A. Program	3,260	3,500	3,500
165 Distribution, "Winning Baseball" Film	19,075	20,600	21,500
166 Replacement Prints-"Winning Baseball"	---	---	---
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	<u>36,509</u>	<u>36,650</u>	<u>37,500</u>
Sub Total	\$174,241	\$179,100	\$186,500
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 892	\$ 1,325	\$ 1,500
167 ABC's of American Industry	14,960	16,000	17,000
170 Tea Trade Journal Ads	744	800	800
171 Film Distribution	12,512	15,000	15,000
172 Reprint "Aim...Less Frame" Booklet	4,709	4,710	4,710
173 Film Prints, "Aim...Less Frame"	2,485	2,500	2,500
175 Misc. devel. of ideas, sketches, etc.	10	2,000	2,000
180 New Radio Program	5,000	5,000	10,000
181 Speakers' Bureau	12,341	12,350	16,000
182 Touring for Tea	25,955	25,000	25,000
183 Tea and Music	56,478	56,100	56,100
184 Utility - Home Dem.	195	200	200
185 New Home Economics Filmstrip	6,513	7,000	7,000
186 Department Store Project	1,000	1,000	1,000
188 Research	4,714	10,000	10,000
189 Treadwell Campaigns	<u>6,000</u>	<u>6,000</u>	<u>8,000</u>
Grand Total	<u>\$328,749</u>	<u>\$344,085</u>	<u>\$363,310</u>

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT
SUPPLEMENTAL STATEMENT - PLEASE EXECUTE IN DUPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

RECEIVED
DEPARTMENT OF JUSTICE
JAN 21 2 05 PM '74

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

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

Section A

The Department records list 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 1/26/73 Exec. Director	✓				
Michael L. Friedman	Filed 1/26/73 P.R. Consultant	✓				
Kenneth Rapieff	Filed 1/26/73 Lecturer	✓				
Beryl E. Walter	Filed 1/26/73 Consumer Services	✓				
Donald A. Wiederecht	Filed 1/26/73 Account Executive		✓			9/11/73

Section B

Our records reveal that it will be necessary for the following persons to file short-form registration statements, either for up-date purposes or for the initial filing of such a statement. (Forms enclosed)

Signature

John M. Anderson

Date

January 14, 1974

Title

Executive Director

SECTION C

In addition to those persons listed in Sections A & B, list below all current employees who have not filed short-form registration statements. (Do not list clerks, secretaries, typists, etc.)

[illegible]

Signature: _____

Date:

Title: _____

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D. C. 20530

RECEIVED
DEPARTMENT OF JUSTICE

JAN 21 2 05 PM '74

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

NOTICE

Please answer the following questions and return this sheet with your supplemental statement:

1. Do you respond affirmatively to Section V (Political Propaganda) and file and label such material in accordance with Section 4 of the Foreign Agents Registration Act?

Yes _____ No ✓ _____

(If your answer to Question 1 is "Yes" omit response to Question 2 of this Notice and only sign, date and give your title.)

2. Do you disseminate any material for or in the interests of your foreign principal(s) or any material in connection with your registration under the above Act?

Yes ✓ _____ No _____

(If answer to Question 2 is "Yes" please forward for our review copies of all such material including films or film catalogs which you have disseminated during the past six months.)

John A. Anderson
Signature of official

January 14, 1974
Date

Executive Director
Title

- * 1. AUDIO-VISUAL-MATERIAL list
2. "What You Should Know About Tea" booklet
3. "The Aim ... Less Frame" booklet
4. "The Story of Tea" booklet
5. "Two Leaves and a Bud" booklet
6. "Basic Directions and New Ways for Making Really Good Iced Tea" leaflet

tea council OF THE U. S. A. INC.
230 PARK AVENUE • NEW YORK CITY 10017
(212) 725-1320

RECEIVED
DEPARTMENT OF JUSTICE
JAN 21 2 05 PM '74

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

AUDIO-VISUAL-MATERIAL

(Available to schools and groups on a free loan basis)

TALE IN A TEACUP -- 14 minute film (16 mm) in black and white with sound.

The film depicts the legendary beginnings of tea in the Far East; its development and cultivation, with picturesque picking scenes; how tea is processed in local factories; the setting of standards for American imports by the U.S. Board of Tea Experts; how tea is packaged in the United States; and how to brew good hot and iced tea. (Order from: Tea Council Film Library, 267 West 25th Street, New York, New York 10001.)

THE AIM...LESS FRAME -- 13½ minute film (16 mm) in color with sound.

A film filled with fun and factual tips on exercise and food to keep--or put--the female figure in shape. A refreshing approach, light-hearted but serious minded, to improving one's measurements. To make the film more meaningful, a booklet on the exercises and menus shown in the film is available in quantity and without charge. (Order from: RHR Filmedia, Inc., 48 West 48 Street, New York, New York 10036. Specify number of booklets needed.)

ALL ABOUT TEA...HOT AND ICED -- 35 mm filmstrip with teacher's manual.

This filmstrip is designed for use in home economics classes, sixth grade through college. It gives background information on tea--history, types, main sources, place in nutrition. Plus simple foolproof rules for making both hot and iced tea for single servings and large groups. The filmstrip may be retained in school libraries for permanent use. (Order from: Audio-Visual School Service, P.O. Box 873, New York, New York 10023.)

WINNING BASEBALL -- 15½ minute film (16 mm) in black and white with sound.

Tips on diet and conditioning plus skills and techniques for playing the game of baseball as demonstrated by 16 and 17 year old boys.
(Available through Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.)