

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

RECEIVED
DEPARTMENT OF JUSTICE
JAN 22 11 23 PM '78
REGISTRATION UNIT
CRIMINAL DIVISION

SUPPLEMENTAL STATEMENT

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

DEC 31 1977

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	Position	Date Connection Ended
A. Goonetilleke	Director	8/10/77
M. Ngali	Director & Vice Chairman	8/19/77
A.G. Asrani	Director & Vice Chairman	8/23/77

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
B. Warusavitarne	574 Galle Road, Colombo, Sri Lanka	Sri Lanka	Director	8/10/77
J.P. Mbogua	10201 Sorrel Avenue, Potomac, Md. 20854	Kenya	Dir. & V.C.	8/19/77
K. Srinivasan	200 East End Avenue, N.Y.C. 10028	India	Dir. & V.C.	8/23/77

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
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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:

Name	Residence Address	Position or connection	Date connection began
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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

~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~

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.

Tea Board, India
Sri Lanka Tea Board
Republic of Indonesia

The Tea Board of Kenya
The Tanzania Tea Authority
The Tea Association (Central Africa) Limited

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. It conducts a publicity program consisting of food photographs and releases, booklets, radio & TV appearances, distribution of films all directed toward that single objective. See attached:

- a) July-December Kenneth Rapleff Tea Tasting Demonstrations.
- b) Interim Report - 1977 Aubrey Franklin Tea Ambassador Publicity.
- c) Johnny Majors Videotape Final Report
- d) 1977 Coaches Tour for Fitness - Final Report
- e) 1977 Coaches Clinic Program - Final Report
- f) 26 Musical Biographies with Alison Steele
- g) Final Report - Touring Four For Tea
- h) Consumer Publicity Ten Month Report
- i) Consumer Publicity - November-December

¹The 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 Question 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>
8/ 8/77	The Tea Board of Kenya		\$ 19,840.25
10/24/77	The Tea Board of Kenya		19,840.25
8/15/77	Tea Board, India		31,299.05
8/11/77	Sri Lanka Tea Board		27,267.95
10/24/77	Sri Lanka Tea Board		23,846.25
9/29/77	Republic of Indonesia		26,941.25
10/31/77	Republic of Indonesia		26,941.25
10/14/77	The Tea Association (Central Africa) Limited		14,875.00
12/ 6/77	The Tanzania Tea Authority		2,870.00

Total \$ 193,721.25

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.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

See Attachment marked "A" "Report of the Treasurer for the Eleven Months Ended November 30, 1977."

The year-end report, which is the audit report, will not be ready until about March of 1978.

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 ☐

Exhibit B⁷ Yes ☐ No ☐

If no, please attach the required exhibit.

- (a) 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 OBD-67 (Formerly DJ-306) sets forth the information required to be disclosed concerning each foreign principal.

⁷ The Exhibit B, which is filed on Form OBD-65 (Formerly 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) 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 17 day of January, 19 78

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0544350
Qualified in New York County
Commission Expires March 30, 1979

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

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, Criminal Division, Internal Security Section, Department of Justice, Washington, D.C. 20530.

July 1977

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

July

Date

1	Center for Older Persons	New York City
13	Salvation Army Senior Citizens	Freeport, New York

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August 1977

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

August

<u>Date</u>	<u>Organization</u>	<u>Location</u>
3	Rotary Club	Uxbridge, Massachusetts
4	Rotary Club	Taunton, Massachusetts
4	Rotary Club	S. Yarmouth, Massachusetts
24	Katherine Gibbs School	New York City
25	Senior Citizens	Brooklyn, New York

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

September

<u>Date</u>	<u>Organization</u>	<u>Location</u>
6	Senior Citizens	Staten Island, New York
12	Women's Club	Edgewater Park, New Jersey
13	Rotary Club	Chatham, New Jersey
14	Women's Club	Silver Spring, New Jersey
19	Cobble Hill Nursing Home	Brooklyn, New York
20	Women's Club	Bromall, Pennsylvania
21	Rotary Club	Brooklyn Heights, New York
22	Kiwanis Club	Quakertown, Pennsylvania
25	Father & Daughters Annual Communion	Union City, New Jersey
27	Rotary Club	Nashua, New Hampshire
29	Pequannock Township Public Library	Pompton Plains, New Jersey
30	Hamilton House Restoration Group	Clifton, New Jersey

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

October

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Pennsylvania Square Club	Philadelphia, Pennsylvania
3	St. Joseph's Altar Society	Bogota, New Jersey
4	Women's Club	Parlin, New Jersey
6	Elmhurst Manor Senior Citizens	Elmhurst, New York
10	City of Hope	Woodside, New York
12	Nassau County Homemakers Council	Freeport, New York
12	Nassau Homemakers Council	Wantagh, New York
17	Ladies Guild	Gales Ferry, Connecticut
18	Rotary Club	Westerly, Rhode Island
19	Wednesday Morning Club	Cranford, New Jersey
19	Pennridge Welcome Wagon	Chalfont, Pennsylvania
23	Knights of Columbus	Hauppauge, New York
24	Elmont Senior Citizens	Elmont, New York
25	Culinary Arts Class	Berlin, New Hampshire
25	Rotary Club	Berlin, New Hampshire
25	Kiwanis Club	Berlin, New Hampshire
26	Lions Club	E. Longmeadow, Massachusetts

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

November

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Women's Club	Medford, N.J.
1	Rosary Society	Harrison, N.J.
2	Kiwanis Club	Glen Cove, N.Y.
3	Kiwanis Club	Garden City, N.Y.
7	Rotary Club	Williamsport, Pa.
8	Y.W.C.A.	Camden, N.J.
9	Women's Club	Arlington, N.J.
10	Rosary Society	Philipsburg, Pa.
15	Rotary Club	Natick, Mass.
15	Kiwanis Club	Milford, Mass.
16	Rotary Club	Randolph, Mass.
17	Kiwanis Club	Malden, Mass.
17	Zonta Club	Malden, Mass.
21	Rotary Club	Summit, N.J.
21	Suburban Woman's Club	Irvington, N.J.
22	Sisterhood of Young Israel	Flushing, N.Y.
22	Kiwanis Club	Floral Park, N.Y.
23	Rotary Club	Cherry Hill, N.J.
28	Montessori Childrens Room	Armonk, N.Y.

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

December

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Rotary Club	Tewksbury, Mass.
2	Rotary Club	Deptford, N.J.
5	Shore Line Club 60	Old Saybrook, Conn.
6	Lions Club	Elizabeth, N.J.
6	Lions Club	Gleb Rock, N.J.
7	Kiwanis Club	Ocean City, N.J.
7	Lions Club	Fanwood, N.J.
12	Rotary Club	Exton, Pa.
16	Group Awareness Program	Englewood, N.J.



Communications and Business Consultants, International

TEL. (212) 838-1935

SUITE 2205 • 515 MADISON AVENUE • NEW YORK, N.Y. 10022

Attachment Number #362

Interim Report

1977

Aubrey Franklin

Tea Ambassador Publicity Program

Aubrey Franklin continues to be a unique sales force for tea. He earns the respect and support of the media wherever he goes.

The man has show business qualities that attract and hold audience attention even while he is presenting direct heavy tea messages. He makes them light, fun, believable, important. Wherever he appeared the media has taken the initiative in asking him for a return engagement.

Naturally, with such a very valuable tea property, special care is being taken to select the proper shows, story and extra bits of business he includes in each "performance." This is critical for tea since Mr. Franklin is also publicizing the "Tea With Love," drink made with Amaretto di Saronno.

For 1977 the Tea Ambassador is committed to over 70 markets in the U.S.A., 32 picked by the Tea Council and 38 on behalf of Foreign Vintages, with costs being shared 1/3 Tea-2/3 Vintages.

As of September 15, 1977, the Tea Ambassador had visited 44 markets.

His media appearances had produced:

547 minutes of TV time and 18476 lines

of dramatic newspaper features, all of it directly presenting strong, compelling sales points for drinking tea.

Those figures will continue to rise as newspaper interviews already given find their way into print, and as Mr. Franklin continues his tour. It will be early 1978 before the full 70 markets will have been covered.

A market-by-market report of his appearances is attached.

Asoka K. Dutt
President

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1977
AUBREY FRANKLIN TOUR
TV and Newspaper Coverage

Markets

Media

Albany

WAST-TV, 15 minutes,
"Good Morning America"

Knickerbocker News

Austin

KTBC-TV, 7-1/2 minutes,
"The Carolyn Jackson Show"

American Statesman

Bakersfield

KJTV-TV, 12 minutes,
"Noon Affair"

Bakersfield Californian

Baltimore

WMAR-TV, 10 minutes,
"Two's Company"

News-American

Binghamton

WICZ-TV, 10 minutes,
"6 P.M. News"

Evening Press

Boston

WBZ-TV, 12 minutes,
Lisa Taylor, "Woman '77"

Globe

Buffalo

WKBW-TV, 10 minutes
"Dialing for Dollars"

Courier Express

Chattanooga

WDEF-TV, 20 minutes,
"The Morning Show"

News-Free Press

Denver

KOA-TV, 9 minutes,
"Noonday"

Post

Eugene

KEZI-TV, 10 minutes,
"Good Morning Oregon"

Register-Guard

Fresno

KJEO-TV, 22 minutes,
"AM Fresno"

Bee

Fort Worth/Dallas

KXAS-TV, 5-1/2 minutes,
"Good Morning Show"

Dallas News

Hartford

Hartford Courant interview

Houston

KTRK-TV, 12 minutes
"Dialing for Dollars"

Post

Kansas City, Mo.

KMBC-TV, 12 minutes,
"Kaleidoscope Show"

Kansan

Knoxville

WBIR-TV, 20 minutes,
"The Carl Williams Show"

News Sentinel

Las Vegas

KVVU-TV, 11 minutes,
"Page 5"

Review-Journal

Los Angeles

KHI-TV, 30 minutes
"Nine in the Morning"

Times

Memphis

WHBQ-TV, 13 minutes,
"Straight Talk"

Press-Scimitar

Monterey

KMST-TV, 30 minutes,
"Mid-Day"

Pacific Grove Tribune

Nashville

WSN-TV, 13 minutes,
"The Morning Show"

Banner

New Haven

WTHN-TV, 10 minutes,
"6 P.M. News"

Hartford Courant

Oakland (San Francisco)

KTVU-TV, 11 minutes,
"On the Square"

San Francisco Chronicle

Omaha

KMVI-TV, 6 minutes,
"Joni Baillon Show"

World Herald

Palm Springs

KPLM-TV, 4 minutes,
"The Jack Latham News"

Phoenix

KTAR-TV, 12 minutes,
"Today In Arizona"

Portland, Ore.

KPTV-TV, 14 minutes,
"Twelve in the Morning"

Oregonian

Reno

KTVN-TV, 8 minutes,
"Newswatch"

Nevada State Journal

Richmond

WBB-TV, 10 minutes,
"Good Morning"

News Leader

Rochester

WHEC-TV, 10 minutes
"Edie Meath Show"

Sacramento

KCRA-TV, 3 minutes,
"Weeknight"

Bee

San Bernardino

KVCR-TV, 28-1/2 minutes,
"Special Show"

Sun-Telegram

San Diego

KETV-TV, 12 minutes,
"Weekend"

Tribune

Scranton

WVIA-TV, 30 minutes,
"Carol Guild Show"

The Scrantonian

St. Louis

KTVI-TV, 4-1/2 minutes,
"6 P.M. News"

Seattle

KING-TV, 10 minutes,
"Seattle Today"

Times

Spokane

KHQ-TV, 7 minutes,
"Kaleidoscope"

Spokesman-Review

Stockton

KOVR-TV, 9 minutes,
"Morning Scene 13"

Modesto Bee

Syracuse

WYSR-TV, 10 minutes,
"Kay Russell Ladies Day"

Herald Journal

Tacoma/Everett

Channel 3 Cable, 30 minutes,
"Studio 3"

Tacoma News Tribune

Tucson

KGUN-TV, 12 minutes,
"Jim Ferguson Show"

Arizona Daily Star

Washington, D.C.

WMAL-TV, 6 minutes,
"News at Noon"

Worcester

WSMW-TV, 6 minutes,
"6 P.M. News"

Telegram Gazette

JOHNNY MAJORS VIDEOTAPE
FINAL REPORT

129 stations, 68 of them in the top 100 markets used the Johnny Majors videotape as part of their regularly scheduled evening television sports shows which appear in the local news block. Though the number of markets that elected to air the piece was less than in 1975 and '76, they were larger markets with a total viewership of nearly twelve million, up more than two million from last year.

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Among the major stations airing the tape, which included a strong endorsement for tea as a replacement for lost liquid and as the training table drink, were WGN-TV, Chicago; WPVI-TV, Philadelphia; KGO-TV, San Francisco; WXYZ-TV, Detroit; and WKYC-TV, Cleveland. All of these stations are in the top 10 markets.

Don Tollefson of WPVI-TV, Philadelphia, told us the tape included "good material" and was of "excellent quality". Bruce Rice, KCMO-TV, Kansas City said, "...very good tape. I'll take all you can send". Dick Walcott of WRBT-TV, Baton Rouge, La. said, "Excellent as usual". And Don Schroeder of WKYC-TV, Cleveland, said "Good action footage. I like iced tea, also"!

A complete printout of all stations airing the tape is attached.

Michael L. Friedman
DWJ Associates
September 27, 1977

DWJ
associates
(212) 949-7676

DWJ ASSOCIATES

MAJORS USAGE REPORT

CALL LETTERS	CITY	MARKET SIZE	NETWORK	NEWS AUDIENCE	TALK AUDIENCE
1 WGN	CHICAGO IL	3	IND	379,000	
2 WPVI	PHILADELPHIA PA	4	ABC	711,000	
3 KGO	SAN FRANCISCO CA	5	ABC	244,000	
4 WXYZ	DETROIT MI	7	ABC	314,000	
5 WKYC	CLEVELAND OH	9	NBC	273,000	
6 WTAE	PITTSBURGH PA	11	ABC	383,000	
7 KTRK	HOUSTON TX	12	ABC	206,000	
8 WCIX	MIAMI FL	14	IND	90,000	
9 KMOK	ST. LOUIS MO	15	CBS	270,000	
10 WSB	ATLANTA GA	16	NBC	269,000	
11 WTVT	TAMPA-ST PETERSBURG	17	CBS	301,000	
12 WTTV	INDIANAPOLIS IN	19	IND	133,000	
13 WBAL	BALTIMORE MD	20	NBC	230,000	
14 WTNH	HARTFORD-NEW HAVEN	22	ABC	177,000	
15 KBTU	DENVER CO	23	ABC	103,000	
16 KMGH	DENVER CO	23	CBS	126,000	
17 KOVR	SACRAMENTO CA	24	ABC	110,000	
18 KGW	PORTLAND OR	25	NBC	143,000	
19 KCMO	KANSAS CITY MO	26	CBS	175,000	
20 WKBW	BUFFALO NY	28	ABC	186,000	
21 KPHO	PHOENIX AZ	32	IND	122,000	
22 WBTU	CHARLOTTE NC	33	CBS	273,000	
23 WRNS	COLUMBUS OH	34	CBS	177,000	
24 WLKY	LOUISVILLE KY	39	ABC	91,000	
25 WOTV	GRAND RAPIDS MI	41	NBC	88,000	
26 WCHS	CHARLSTON-HUNTINGTON	44	CBS	103,000	
27 WSAZ	CHARLSTON-HUNTINGTON	44	NBC	247,000	
28 WTVB	RALEIGH-DURHAM NC	47	CBS	136,000	
29 WTAZ	NORFOLK-PETERSBURGH VA	48	CBS	170,000	
30 WAPI	BIRMINGHAM AL	50	NBC	122,000	
31 WSYR	SYRACUSE NY	51	NBC	159,000	
32 WNEB	FLINT-SAGINAW-BY CTY	52	NBC	184,000	
33 WFMJ	GRANBORO-HIGH POINT	54	CBS	147,000	
34 KARD	WICHITA KS	55	NBC	44,000	
35 KTUL	TULSA OK	56	ABC	147,000	
36 KATV	LITTLE ROCK AR	59	ABC	121,000	
37 WTVR	RICHMOND VA	60	CBS	110,000	
38 KCCI	DES MOINES IA	62	CBS	109,000	
39 WALA	MOBILE AL	63	NBC	112,000	
40 KMTV	OMAHA NE	64	NBC	64,000	
41 WJKS	JACKSONVILLE FL	65	ABC	59,000	
42 WSL	ROANOKE VA	68	NBC	90,000	
43 KJEO	FRESNO CA	69	ABC	32,000	
44 WICS	SPRINGFIELD-CHICAGO-DCT	70	NBC	71,000	
45 WQAD	ROCK ISLAND-MOLINE IL	71	ABC	75,000	
46 WNDU	SOUTH BEND IN	74	NBC	62,000	
47 WJAC	JHNSTOWN-ALTOONA PA	76	NBC	125,000	

48	KGGK	ALBUQUERQUE NM	77	CBS	49,000
49	WPTV	W. PALM BEACH FL	79	NBC	85,000
50	KMTC	SPRINGFIELD MO	81	ABC	18,000
50	KHGI	LNCLN-HASTNG-KRNY	82	NBC	59,000
52	WJTV	JACKSON MS	83	CBS	74,000
53	WJHL	BRISTOL-JHNSN CTY	85	CBS	75,000
54	KSBW	SALINAS-MONTEREY	86	NBC	48,000
55	WHYN	SPRINGFIELD MA	87	ABC	55,000
56	WKJG	FT. WAYNE IN	88	NBC	44,000
57	WFHT	EVANSVILLE IN	89	CBS	59,000
58	UTVO	LEXINGTON KY	90	ABC	21,000
59	WMBL	PEORIA IL	91	CBS	53,000
60	KXJB	FARGO ND	93	CBS	69,000
61	KELO	SIOUX FALLS SD	94	CBS	124,000
62	KWTX	WACO-TEMPLE TX	95	CBS	56,000
63	WJIM	LANSING MI	96	CBS	95,000
64	WITN	GRNVL-NEW BERN SC	97	NBC	70,000
65	WNCT	GRNVL-NEW BERN NC	97	CBS	89,000
66	WOLO	COLUMBIA SC	98	ABC	12,000
67	WPTZ	BURLNGTN-PLATSBG	99	NBC	48,000
68	KVUE	AUSTIN TX	100	ABC	47,000
69	WRBT	BATON ROUGE LA	101	ABC	33,000
70	KVIA	EL PASO TX	105	ABC	37,000
71	LISC	MADISON WI	108	CBS	72,000
72	KVII	AMARILLO TX	110	ABC	72,000
73	WYEA	COLUMBUS GA	112	NBC	14,000
74	WSTV	WHEELNG-STBNVL OH	114	CBS	98,000
75	WEAU	LA CROS-EAU CLAIR	115	NBC	54,000
76	KCAU	SIOUX CITY IA	116	ABC	84,000
77	WCOV	MONTGOMERY AL	117	CBS	25,000
78	KLFY	LAFAYETTE LA	118	CBS	85,000
79	KFDX	WICHITA FALLS TX	119	NBC	43,000
80	WCRD	CHARLESTON SC	120	ABC	62,000
81	WICZ	BINGHAMTON NY	121	NBC	20,000
82	KROC	ROCHESTER-MASN CTY	123	NBC	38,000
83	KCDJ	COLUMBIA MO	128	ABC	19,000
84	WPBN	TRAVERS CTY-CADLAC	129	NBC	234,000
85	KTSB	TOPEKA KS	130	NBC	24,000
86	WTWV	TUPELO MS	132	NBC	74,000
87	WVAY	WILMINGTON NC	133	ABC	39,000
88	WHIS	BLUFLD-BECKLY WV	134	NBC	68,000
89	WALB	ALBANY GA	136	NBC	84,000
90	WSAU	WAUSAU-RHNLNDR WI	138	CBS	81,000
91	WMAZ	MACON GA	140	CBS	74,000
92	KXMC	BISMARCK ND	142	CBS	31,000
93	KRBC	ABILENE-SWEETWTR	145	NBC	56,000
94	KOLO	RENO NV	147	ABC	30,000
95	KOSA	ODESSA-MIDLAND TX	148	CBS	37,000
96	KRCR	CHICO-REDDING CA	152	ABC	39,000
97	KBAK	BAKERSFIELD CA	154	ABC	27,000
98	KMFD	MEDFORD OR	155	NBC	35,000
99	KGVO	MISSOULA-BUTTE MT	156	NBC	28,000
100	WBTW	FLORENCE SC	158	CBS	72,000
101	WTVY	DOTHAN AL	159	CBS	76,000

12	102	KLTV	TYLER TX	160	ABC	62,000
11	103	WWNY	WATERTOWN NY	161	CBS	51,000
10	104	KID	IDAHO FALLS ID	164	CBS	24,000
9	105	KFSM	FT. SMITH AR	165	NBC	69,000
8	106	WLUC	MARQUETTE MI	168	CBS	44,000
7	107	KFBB	GREAT FALLS MT	169	ABC	17,000
6	108	KTEN	ADA-ARDMORE OK	170	ABC	14,000
5	109	KALB	ALEXANDRIA LA	171	NBC	58,000
4	110	KAIT	JONESBORO AR	174	ABC	57,000
	111	WMBB	PANAMA CITY FL	177	NBC	20,000
	112	KOTV	ST. JOSEPH MO	178	ABC	32,000
	113	WCJB	GAINESVILLE FL	179	ABC	29,000
	114	WLOX	BILOXI MS	180	ABC	20,000
	115	KEYC	MANKATO MN	183	CBS	33,000
	116	KBIM	ROSWELL NM	184	CBS	19,000
	117	KMVT	TWIN FALLS ID	185	ABC	26,000
	118	WBBJ	JACKSON TN	189	ABC	37,000
	119	WABG	GRNWD-GRNVILLE MS	190	ABC	46,000
	120	WLIO	LIMA OH	192	NBC	17,000
	121	WHSV	HARRISONBURG VA	195	ABC	39,000
	122	WTAP	PARKERSBURG WV	197	NBC	11,000
	123	WHIZ	ZANESVILLE OH	199	NBC	14,000
	124	KCT	SAN ANGELO TX	200	CBS	12,000
	125	KNOP	NORTH PLATTE NE	203	NBC	10,000
	126	WSLA	SELMA AL	205	CBS	7,000
	127	KTCM	HELENA MT	207	NBC	
	128	WBKB	ALPENA MI	207	CBS	1,000
	129	KXGN	MILES CITY MT	208	CBS	

11,954,000 0,000

TOTAL 11,954,000

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1977 COACHES TOUR FOR FITNESS
FINAL REPORT

The 1977 Coaches' Tour was completed at the end of June with Eddie Robinson of Grambling visiting Washington, D.C., Baltimore, Philadelphia and Pittsburgh. In those cities, coach Robinson was interviewed by major television and radio stations as well as newspapers. In addition, he also appeared on television programs aimed at the black community and was interviewed by the black press as well.

This year's tour received important media attention, particularly in television and radio where coaches appeared on the sports segment of the evening news programs as well as on talk shows. Several stations did special half hour television programs specifically on fitness and the tea message came through extremely well in these cases.

A total of 54 markets were visited by 19 of the most important football coaches in America, including five new coaches, among them Lou Holtz of Arkansas who emerged as a natural, enthusiastic spokesman for tea, as did Fred Dunlap of Colgate. Such hardy perennials as Bill Murray, executive director of the AFCA, and Barry Switzer of Oklahoma also did their annual excellent jobs for tea.

In all the 19 coaches appeared on television 189 times, did 239 radio interviews, and had 122 sports columns written on them, impressive figures for this program that has continued for 15 years.

<u>COACH</u>	<u>CITY</u>	<u>RADIO</u>	<u>TV</u>	<u>NEWSPAPER</u>
Bill Mallory (Colorado)	Cleveland	5	3	1
	Columbus	3	4	2
	Toledo	4	4	1
	Detroit	4	3	1
Eddie Robinson (Grambling)	Washington, D.C.	5	3	3
	Baltimore	4	4	2
	Philadelphia	5	4	3
	Pittsburgh	4	4	3
Vince Dooley (Georgia)	New York	5*	1	4*
Bill Yeoman (Houston)	Atlanta	5	4	1
	Birmingham	4	2	2
	New Orleans	5	3	2
Barry Switzer (Oklahoma)	Phoenix	4	5	2
	Tucson	6	4	2
	Denver	4	5	2
Dave Nelson (Delaware)	Cincinnati	5	3	2
	Indianapolis	5	4	2
	Louisville	4	4	2

Includes A.P., UPI., A.P. Audio, and UP.I. Audio.

<u>COACH</u>	<u>CITY</u>	<u>RADIO</u>	<u>TV</u>	<u>NEWSPAPER</u>
Bob Blackman (Cornell)	Albany	5	3	2
	Rochester	4	3	2
	Syracuse	4	4	2
	Buffalo	5	4	2
Jim Carlen (South Carolina)	St. Louis	6	4	2
	Memphis	3	6	2
	Nashville	4	5	2
Jerry Claiborne (Maryland)	Boston	4	3	2
	Hartford	3	3	1
	New Haven	4	2	1
Bill Dooley (North Carolina)	Dallas-	6	3	2
	Ft. Worth	2	4	1
	San Antonio	3	3	2
	Houston	2	6	2
Fred Dunlap (Pennsylvania)	Harrisburg	2	4	4
	Scranton-			
	Wilkes Barre	4	3	2
	Dayton	3	3	2
Ben Martin (Air Force)	Kansas City	5	3	1
	Milwaukee	5	4	2
	Chicago	5	3	5*
Bill Murray (AFCA)	Norfolk	6	4	2
	Richmond	5	4	2
	Mobile	6	3	2
Lou Holtz (Arkansas)	Tampa-			
	St. Petersburg	5	5	2
	Jacksonville	5	4	2
	Miami	6	6	1
George Welsh (Navy)	Charlotte	4	3	2
	Raleigh-			
	Durham	4	4	3
	Winston-Salem	4	2	3

1977 COACHES CLINIC PROGRAM

FINAL REPORT

A total of 27 state, city, and regional football clinics were completed in 1977, resulting in the distribution of 797,456 of the new Tea Council Fitness booklets to high school, college, and various boys' club coaches and then to the players under their supervision.

The last eight clinics were all of the statewide variety, and attendance and distribution was excellent in such places as Florida, Georgia, North and South Carolina. Nearly half of the clinics attended by the Tea Council in 1977 were exhibitor clinics, and it is intended that that number increase in 1978 with the addition of several of the Medalist Clinics, which have increased dramatically in attendance during the past year.

The clinics remain an excellent way of distributing tea material to young men since no booklets are ever sent unless specifically requested by the coach. The respective coaches then hand the booklets out to their players with instructions to follow one or more of the proscribed training routines.

Though most of the booklets are distributed to athletes, a considerable number are also taken by physical and health education instructors for distribution to boys and girls who do not necessarily participate on an interscholastic or intercollegiate level, but who have an interest in sports and fitness nonetheless.

A listing of all the clinics in which the Tea Council participated in 1977 is attached.

Michael L. Friedman

DWJ Associates

September 27, 1977

LOCATIONCOACHES' ATTENDANCE

Michigan State H.S. Coaches Association	1,500
N.Y. State High School Coaches Association	1,800
Dallas Kellogg Clinic	1,200
Pittsburgh Kellogg Clinic	1,000
Atlanta Kellogg Clinic	1,150
Washington D.C. Kellogg Clinic	1,050
San Francisco Kellogg Clinic	1,200
Connecticut High School Coaches Association	600
Louisville Kellogg Clinic	1,000
St. Louis Kellogg Clinic	1,200
Eastern Pennsylvania Scholastic Clinic	800
N.Y. State Scholastic Clinic	700
Binghamton Coaches Clinic	1,300
Atlantic City Coaches Clinic	1,100
Rochester Coaches Clinic	1,100
University of Michigan Clinic	800
University of Illinois Clinic	650
University of Toledo Clinic	450
Massachusetts High School Coaches Association Clinic	550
Tennessee H.S. Coaches Association	900

LOCATIONCOACHES' ATTENDANCE

Virginia H.S. League	1,200
South Carolina Football Coaches Association	1,400
North Carolina Athletic Association	1,900
Georgia Football Coaches Association	850
Florida Athletic Association	900
Arkansas Activities Association	1,400
Iowa Football Coaches Association	600

"26 MUSICAL BIOGRAPHIES WITH ALISON STEELE"

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CRIMINAL DIVISION

The second series of musical biographies with Alison Steele resulted in placement of 34 additional stations, 5 of them in the top 100 markets. This brings the number of stations that have or will program the entire series of 26 shows to 276. With the addition of stations in such cities as Cleveland, Buffalo, Norfolk, Bethlehem, Harrisburg, Fresno, Canton, Wichita, Charleston, S.C., Des Moines, and Las Vegas, this brings our total of stations in the top 100 to 44. It is also noteworthy that not a single station that had programmed the first 13 dropped the second series. In fact, many asked if there'd be an additional 13 or 26. To have bought the equivalent time that the second series of 13 programs garnered would have cost \$82,342. The total cost of the 13 programs was \$35,000. The entire series cost \$70,000 and resulted in time that would have cost nearly \$160,000.

Though production, distribution and placement of all 26 hour-long programs is now complete, the series will be heard on youth-oriented radio stations for some time to come since all stations have the option of playing them a second time (including the tea material) and the 34 stations we added with the production of 13 additional programs, are all in various stages of putting the material on the air. Therefore, it is likely that "13 (26) Musical Biographies with Alison Steele" will be heard well into the New Year and beyond.

Closest estimates of our weekly audience tops two million listeners, so the second series of programs will make more than 26 million gross impressions.

In all, it was an extremely successful undertaking which can be attributed largely to Alison Steele, her professionalism, national reputation, wonderful connections with the top music performers, and enthusiasm for tea.

A complete station list of all those markets programming the entire series of 26 programs is attached.

Michael L. Friedman

DWJ Associates

September 27, 1977

MLF/ww

STATIONS PRESENTLY AIRING 13 MUSICAL BIOGRAPHIES WITH ALISON STEELE

<u>MARKET</u>	<u>STATION</u>	<u>CITY & STATE</u>
1	WNEW-FM	NEW YORK, N.Y.
2	KIQQ-FM	LOS ANGELES, CA.
3	WVVN-FM	CHICAGO, ILL. (HIGHLAND PARK)
9	WZAK	CLEVELAND, OH.
10	KFWD-FM	DALLAS, TX.
11.	WWKS	PITTSBURGH, PA. (BEAVER FALLS)
12	KLOL-FM	HOUSTON, TX.
14	WAYE	BALTIMORE, MD.
18	WFOM	ATLANTA, GA. (MARIETTA)
21	WFSO	TAMPA, FLA. (PINELLAS)
25	WBUF	BUFFALO, N.Y.
26	KWKI	KANSAS CITY, MO.
29	KGB-FM	SAN DIEGO, CA.
29	KMJC	SAN DIEGO, CA.
30	KGON	PORTLAND, OR.
33	WCOL	COLUMBUS, OH.
34	WSAY	ROCHESTER, N.Y.
37	KYOA	SACRAMENTO, CA.
38	WAKY	LOUISVILLE, KY.
40	WMPS	MEMPHIS, TN.
44	WVOK-FM	BIRMINGHAM, ALA.

45	WCMB	HARRISBURG, PA.
46	KWHP	OKLAHOMA CITY, OK.
47	WKDF	NASHVILLE, TN.
48	WNOR	NORFOLK, VA.
50	WJAX-FM	JACKSONVILLE, FLA.
52	WILK	WILKES-BARRE, PA.
53	WEZV	BETHLEHEM, PA.
57	WRPL	CHARLOTTE, N.C.
59	KAKC-FM	TULSA, OK.
64	WQOK	GREENVILLE, S.C.
68	WJNO-FM	W. PALM BEACH, FLA.
70	KFIG	FRESNO, CA.
76	WIBR	BATON ROUGE, LA.
80	WHBC	CANTON, OH.
81	KINT-FM	EL PASO, TX.
83	KMYR	ALBUQUERQUE, N.M.
85	KLEO-FM	WICHITA, KS.
87	WCSC	CHARLESTON, S.C.
89	WCQS	COLUMBIA, S.C.
90	KIRO	McALLEN, TX.
95	KERN	BAKERSFIELD, CA.
99	KIOA	DES MOINES, IA.
100	KFMS	LAS VEGAS, NV.

13 MUSICAL BIOGRAPHIES

ALABAMA

WFRI	OPELIKA
WROS	SCOTTSBORO
WUNA	TUSCUMBIA
WWRH	PHENIX CITY
WLAY	MUSCLE SHOALS
WNPT	TUSCALOOSA

ARIZONA

KSUN	BISBEE
KSWW	WICKENBURG

ARKANSAS

KDQN	DEQUEEN
KFSA	FT. SMITH
KFMV	MAGNOLIA
KDRS	PARAGOULD
KCRI	HELENA
KHIG	PARAGOULD

CALIFORNIA

KFMF	CHICO
KOWN	ESCONDIDO
KSML	KINGS BEACH
KNEZ	LOMPOC
KLOA	RIDGECREST
KRKC	KING CITY
KMYC	MARYSVILLE
KOBO	YUBA CITY
KMJC	EL CAJON

COLORADO

KRAI	CRAIG
KGIW	ALAMOSA
KPAG	PAGOSA SPRINGS

CONNECTICUT

WVOF/FM	FAIRFIELD
WFIF	MILFORD

DELAWARE

WSEA	GEORGETOWN
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FLORIDA

WKKO	COCOA
WWPF	PALATKA
WAXE	VERO BEACH
WROD	DAYTONA BEACH
WQPD	LAKELAND
WTBJ	MONTICELLO
WGLF	TALLAHASSEE

GEORGIA

WHIE	GUFFIN
WWRH	COLUMBUS
WTTI	DALTON
WWID/FM	GAINESVILLE
WWGS	TIFTON
WRBN	WARNER ROBINS
W3Z	WEST POINT

GUAM

KSTO	TAMUNING
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HAWAII

KPUA	HILO
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IDAHO

KADQ	REXBURG
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ILLINOIS

WAUR	AURORA
WEBQ	HARRISBURG
WTAO/FM	MURPHYSBORO
KYFE/FM	ROCKFORD
WBYG	KANKAKEE

INDIANA

WWHC	HARTFORD CITY
WGOM	MARION
WMCB/FM	MILES CITY
WLDI/	
WCOE	LORPORTE
WTCA	PLYMOUTH
WRCR	RUSHVILLE
WVTS	TERRE-HAUTE

IOWA

KKSI
KWSL
KTLB
KGRS
KLEE

MT. PLEASANT
SIOUX CITY
TWIN LAKES
BURLINGTON
OTTUMWA

KANSAS

KKOY
KEDD
KANS
KUPK
KMFK

CHANUTE
DODGE CITY
LARNED
GARDEN CITY
MANHATTAN

KENTUCKY

WBGH
WDOC/FM
WKVE
WECL
WHKC

BOWLING GREEN
PRESTONBURG
CAVE CITY
ELKHORN CITY
HENDERSON

LOUISIANA

KROF
KEUN
KAOK
KMRC/FM
KANE
KTDY
KRUS

ABBEVILLE
EUNICE
LAKE CHARLES
MORGAN CITY
NEW IBERIA
LAFAYETTE
RUSTON

MAINE

WOXO
WAGM
WGAN
WMEB

NORWAY
PRESQUE ISLE
PORTLAND
ORONO

MARYLAND

WNAU
WZYQ
WJEJ
WDMV
WCTN

ANNAPOLIS
FREDERICK
HAGERSTOWN
POCOMOKE CITY
POTOMAC

MASSACHUSETTS

WCAV
WGAW
WARE
WAQY
WSAR

BROCKTON
GARDNER
WARE
EAST LONGMEADOW
FALL RIVER

MICHIGAN

WRNN
WVOY
WDBC
WHTC
WIKB
WHLS
WIQB/FM
WLEW
WRRK/FM
WNIL

CLARE
CHARLEVOIX
ESCANABA
HOLLAND
IRON RIVER
PORT HURON
ANN ARBOR
BAD AXE
MAINSTEE
NILES

MINNESOTA

KAUS
KMHL
KQWB
KVBR
KYMN

AUSTIN
MARSHALL
MOORHEAD
BRainerd
NORTHFIELD

MISSISSIPPI

WDDT
WHNY
WQMV

GREENVILLE
MC COMB
VICKSBURG

MISSOURI

KGMO
KYMO
KCLY
KBHM/
KIRK

CAPE GIRARDEAU
EAST PRAIRIE
ROLLA
BRANSON

MONTANA

KEIN
KTAZ
KBOZ

GREAT FALLS
MILES CITY
BOZEMAN

NEBRASKA

KWSL
KAWL/FM
KRG1

DAKOTA CITY
YORK
GRAND ISLAND

NEVADA

KELK

ELKO

NEW HAMPSHIRE

WBRL	BERLIN
WKXL	CONCORD
WFTN	FRANKLIN
WBBX	PORTSMOUTH

NEW MEXICO

KBIM	ROSWELL
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NEW YORK

WCSS	AMSTERDAM
WLKY	ELMIRA
WIRD	LAKE PLACID
WDOE	DUNKIRK
WHHO	HORNELL
WELV	ELLENVILLE
WENE	ENDWELL
WIZR	JOHNSTOWN

NORTH CAROLINA

WRQR	FARMVILLE
WPNF	BREVARD
WIOZ	SOUTHERN PINES
WGAI	ELIZABETH CITY
WBBS	JACKSONVILLE
WEWO	LAURINBURG
WNNC	NEWTON
WLWL	ROCKINGHAM
WLAB	ST. PAULS
WSTP	SALISBURY
WTOE	SPRUCE PINES
WENC	WHITEVILLE
WGTM	WILSON
WYNG	GOLDSBORO
WBRM	MARION
WSMY	WELDON

NORTH DAKOTA

KBMW	WAMPETON
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OHIO

WTOO	BELLEFONTAINE
WHFD/FM	ARCHBOLD
WHTH	NEWARK
WTIG	MASSILLON
WIRO	IRONTON
WOXR	OXFORD
WRWR/FM	PORT CLINTON
WBRC	UHRUHSVILLE
WTCL	WARREN
WTNS	COSHOCOTON
WLKR	NORWALK

OKLAHOMA

KHHW	ALTUS
KSEO	DURANT

OREGON

KXIQ	BEND
KFLY	CORVALLIS
KBXY	SALEM

PENNSYLVANIA

WAYC	BEDFORD
WHIM	BLOOMSBURG
WTRA	LATROBE
WYNS	LEIGHTON
WKEG	WASHINGTON
WMDI/FM	ERIE
WAHT	LEBANON
WRCU	MERCERSBURG
WSHP	SHIPPENSBURG
WVCC	LINESVILLE

SOUTH CAROLINA

WJMX	FLORENCE
WKSP	KINGSTREE
WSDC	HARTSVILLE
WJAY	MULLINS
WTGR	MYRTLE BEACH

SOUTH DAKOTA

KQHU/FM	YANKTON
KCAF	SIOUX FALLS

TENNESSEE

WCPH	ETOWAH
WKRM	COLUMBIA
WHIN	GALLATIN
WCUR	LEBANON
WTPR	PARIS

TEXAS

KSFA/FM	NACODOCHES
KIRO	MC ALLEN
KBFM	EDINBURG
KGVL	GREENVILLE
KGRO	PAMPA

UTAH

KVNU	LOGAN
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VERMONT

WKVT	BRATTLEBORO
WCVR	RANDOLPH

VIRGINIA

WELK	CHARLOTTESVILLE
WQPO/FM	HARRISONBURG
WPRW	MANASSAS
WJWS	SOUTH HILL
WTOK	STAUNTON
WYVE	WYTHEVILLE

WASHINGTON

KISM	BELLINGHAM
KLOG	KELSO
KLYK	LONGVIEW

WISCONSIN

WNAM	APPLETON
WGEZ	BELOIT
WSPL	LA CROSSE
WDLB	MARSHFIELD
WSPT	STEVENS POINT
WIFC	WAUSAU
WNAM	NEENAH

WEST VIRGINIA

WCIR	BECKLEY
WITB/FM	SALEM
WEIR	WEIRTON
WKWK	WHEELING

WYOMING

KAWY/FM	CASPER
KMTN	JACKSON

FINAL REPORT
TOURING FOUR FOR TEA

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DEPT. OF AGRICULTURE
WASHINGTON, D.C.

Between July 18 and August 5th, four women -- Josephine Mugendi of Kenya, Mala Corea of Sri Lanka, Wigati Rais of Indonesia, and Sumita Saha of India -- visited forty markets on behalf of the Tea Council. Their message was threefold -- the importance of tea to their countries, the correct manner to brew perfect hot tea, and the latest product innovations in iced tea, namely tea in cans. In addition, they also were supplied with recipes to accompany an afternoon tea; this primarily for food editors. (While on camera they displayed tea bags, loose tea, and tea in cans).

Following a week's training at the Tea Council's office the women toured for three weeks of concentrated travel, visiting radio and television stations and meeting with food editors of local newspapers. In all, their tour resulted in 22 radio interviews for a total of 547 minutes, 78 television appearances for 912 minutes and 42 newspaper stories. Of these, 28 have appeared so far, for a total of 14,034 lines.

Among the highlights of the trip was an interview with the New York Daily News; five media appointments as well as a meeting with the governor of Georgia in Atlanta; an interview with the Los Angeles Herald-Examiner; and an interview with the Chicago Tribune.

The women were extremely well received in all markets and media people were as receptive to hot tea in the summertime as they were to iced tea in cans.

A market-by-market breakdown is attached.

Michael L. Friedman

September 27, 1977

MLF/ww

Mala Corea

Memphis, Tn., July 18

WREC-TV, Good Morning From Memphis -- 11 minutes live with Francis Kelly. Prepared hot tea and discussed all of the various product forms. Ms. Kelly said of Mala: "You are a wonderful representative of tea."

Memphis Commercial Appeal -- Chris Arpe did a 45 minute interview with Mala and was well prepared. Discussed tea growing and production, economy, Sri Lanka, Mala's impressions of U.S. and Japan.

WVEE Radio -- Ray Roberts did 30 minutes live on the correct preparation of hot and iced tea, economy, traditions, China tea, myths. Telephone calls were taken and were all on tea.

WMC-TV, Action News Five -- Peggy Rolfes interviewed Mala for 5 minutes live. Mala prepared hot tea and discussed economy, ease of preparation and varieties of iced tea.

St. Louis/St. Charles, July 20

St. Charles Banner News -- Sue Kurtz interviewed Mala for 45 minutes and talked about economy of tea vs. coffee, perfect hot and iced tea, Sri Lanka, impressions of U.S.

KMOX Radio -- Taped 15 minute interview with Dave Busse. Covered economy of tea, how it is grown, amount of caffeine, different types of tea.

KPLR-TV, Newsmakers -- Nancy Scanlon taped 5 minutes in gourmet shop. Though no demonstration, excellent discussion of brewing hot tea and all the various product types.

KMOX-TV, 5 O'clock News -- Did three minutes live with Steve Huddelson. Though didn't brew tea, went through five golden rules, loose tea, bags, and cans.

Denver, Co., July 22

Rocky Mountain News -- Pat Hanna talked with Mala for 45 minutes and was well prepared. How to develop taste for better teas, blends, varieties, Sri Lanka tea (Mala mentioned India, Kenya and Indonesia) pricing. Took own pictures and recipes.

KOA-TV, Noonday -- Jim Hawthorne interviewed for 6 minutes live. Demonstrated hot tea, talked about all product types, economy and price.

Dallas/Ft. Worth, Tx. July 25

KERA Radio, Morning Program -- 10 minutes live with Carol Edgar. Tea for breakfast, convenience of iced tea, economy. Took five calls from listeners, all positive for tea.

WFAA-TV -- Five minutes live. Made hot tea, full discussion of iced tea and the five golden rules for making perfect hot tea.

Ft. Worth Star-Telegram -- Joann Vachole interviewed for 45 minutes. They took their pictures and our recipes. Tea prices vs. coffee, comparison of caffeine, various product types.

Phoenix, Az., July 25, 26

Phoenix Gazette -- Jane Baker interviewed for one hour. Took own pictures and our recipes. Discussed recipes in full, tea growing in Sri Lanka, tea habits in Sri Lanka, U.S. and Japan.

KPHO-TV, Open House -- 30 minutes live with Rita Davenport. In a kitchen set, made hot tea, talked about tea and food, specifically afternoon tea, Sri Lanka, impressions of U.S.

KPHO-TV, Midday Editor -- Taped 5 minutes with Larry Martel. Tea made before show, sat drinking it during interview. All on tea.

Los Angeles, Ca., July 27, 28

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Los Angeles Herald-Examiner -- Mary Ann McNeill, very knowledgeable about tea, interviewed for 1 hour. Full discussion of tea from growing, processing, importing, to buying, preparation, and drinking. Took our pictures and recipes.

Anaheim Bulletin -- Doris Ortiz interviewed on phone for 30 minutes. Done in full kitchen set. Brewed tea, then sat and discussed all varieties and types of teas while drinking it.

San Diego, Ca., July 29

KGTV, Noon News -- Taped 30 minutes in three separate segments. Discussed hot tea and five golden rules, prepared hot tea, and described each of the products, loose, bags, cans, and instants and mixes, plus sun tea.

San Diego, Union -- Jeannette Brannon interviewed for 1 hour. How was Mala chosen, where has she been, what does she know about tea, American's habits, economy, recipes. Took own photos and recipes.

KCST-TV, Midday News -- Carol Hutchinson interviewed Mala in newsroom for 5 minutes live, and though there were no props did a comprehensive interview on all the product forms and their excellence.

San Diego, Ca., July 29 Cont'd

5

KLRO-FM -- Taped 15 minutes with Melissa Kelecher all on tea.
Varieties, blends, product forms, perfect hot and iced tea.

San Francisco, Ca., August 1

San Francisco Examiner -- Harvey Stein interviewed for 45 minutes.
Took our pictures and photos. Decided not to cook but to talk about
tea for the whole time. Also, recipes and why they go well with tea.

KTVU-TV -- Taped 4 minutes with Bob McKenzie. Demonstrated hot tea,
reiterated 5 golden rules, also how to make perfect iced tea in a
variety of ways.

KGO Radio, Jim Eason Show -- 15 minutes live including many phone calls
on sun tea, best way to make iced tea, history, beginnings, types.

KQED Radio, People Go Round -- Taped 25 minutes with George Foster
on types of tea, what goes into a teabag, correct way to prepare hot and
iced tea, Mala's impression of U.S. and customs of Sri Lanka.

San Jose, Ca., August 2

KNTV-TV, Bay Counties Date Book -- Taped 7 minutes with Laura Graff
in kitchen setting. Made tea and discussed all aspects of growth
and drinking. Show seen in S..F. and Santa Cruz as well.

Portland, Or. August 3

6

KGW-TV, Evening News -- Lou Fredrickson taped 10 minutes in a tea shop. Mala explained and showed the different varieties of tea. Heavy on hot tea but Mala mentioned to get in iced tea as well.

KOIN-TV, Midday News -- Frank Kinkaid and Wendy Gordon did five minutes live on price, growing conditions, types of tea and correct preparation.

Oregon Journal -- Elizabeth Gillenwater interviewed Mala at lunch for 3 hours! Needless to say, tea was covered in its entirety. Took pictures with our props back in hotel lobby.

KPTV-TV Evening News -- Bill Swing taped brief segment, 3 minutes for evening news. Heavy news day, but managed to fit in hot tea and demo and discussion of three product types.

Seattle, Wa., August 4, 5

Channel 3 Inc., Home Box Office -- Liz Miles taped 15 minutes, all on tea, prices kinds. Mala made tea, went through five golden rules, and explained all product forms.

Seattle, Wa., August 4, 5 Cont'd

7

KOMO-TV, Window -- Steve Pool took Mala to a tea warehouse. Interview done sitting on Ceylon tea crates. Great interview, all information covered, making tea, pricing, varieties.

Highlight!

Seattle Post-Intelligencer -- Stan Reed interviewed for 90 minutes. He is a columnist and has been to Sri Lanka. Feature angle, but all aspects of tea covered. Good interview. No pictures.

Josephine Mugendi

Pittsburgh, Pa., July 18.

WDUQ Radio, "Top of the Morning" -- Taped 30 minutes with Kevin Gavin. Discussed tea industry, how tea is processed, brewing of hot tea and various preparations of iced tea. Good interview.

WICC-TV, Radius -- Mary Robb Jackson taped 30 minutes and covered correct brewing, demonstrated. Also discussed various ways of making iced tea, including cans. Tea prices vs. coffee.

KDKA-TV, The Yvonne Forston Show -- 10 minutes live, served tea in cans to 48 women in the audience. Prepared iced tea and discussed tea growing in Kenya, her impressions of U.S., hot tea as a summer drink.

Pittsburgh Post-Gazette -- 30 minute interview with Woodene Merriman. Took our pictures and recipes, talked about afternoon tea, hot tea as year round drink, all methods of iced tea preparation.

Dayton, Ohio, July 20.

WDTN-TV, The Morning Show -- 15 minute live show with Jo Subler. Prepared hot tea and talked about growth of tea sales in U.S., tea prices vs. coffee, iced tea mix, blends of hot tea, and tea in cans. Good program.

Dayton, Ohio, July 20. Cont'd

2

WKEF-TV, Evening News -- Filmed story on location in restaurant. Finished piece ran 5 minutes. Jo prepared hot tea, gave five golden rules of tea preparation, also discussed iced tea in cans.

WHIO-TV, Noon News -- Dick Bieser taped 4 minutes. Jo demonstrated hot tea, and mentioned all methods of making iced tea, including cold water method.

Dayton Daily News -- Millie Bingham interviewed for 1 hour. Covered all aspects of tea, growth, production, varieties, various kinds of iced tea, blends, the whole story.

Cincinnati, Ohio, July 21.

WKRC-TV, Extra -- 8 minute live segment with Darlene Klemack. Jo prepared hot tea, and described proper making of iced tea, instant, mix, cold water method, tea in cans.

WCPO-TV, Noon Report -- Nine minutes live with Janice Yates. Jo explained growth of tea and described all product innovations including loose tea, bags, instant and mixes and tea in cans.

WGUC, Radio Ideas -- Bob Stevenson taped 30 minutes on growth of tea, processing, blends, Kenyan tea, iced and hot.

Cincinnati, Ohio., July 21. Cont'd

Cincinnati Enquirer -- Two hour luncheon interview with Marie Ryckman. Took recipes and our photo. Discussed recipes as go-alongs with tea, hot tea during the summer, the Kenyan tea industry.

Toledo, Ohio, July 22.

WTOL-TV, Toledo Eleven News -- 5 minutes live with David Wilson. Jo prepared tea, discussed Kenya, her impressions of U.S. wildlife, hot and iced tea.

WSPD-TV, Noon Report -- Bill Harris did 7 minutes live with Jo in which she prepared tea, and explained all the other product forms. Also discussed price, and discovery of iced tea and teabag.

WSPD-TV, Minority Report -- Bill Harris taped 30 minutes with Jo in which he discussed Kenya, wildlife, living conditions there, her impressions of U.S. Also did full story on tea from plant to table. Good complete program.

Findlay Republican Courier -- Lorraine Henry interviewed Jo for 1 hour. An inexperienced reporter, Jo supplied all the questions as well as the answers on tea growth, production, tasting, various products. Also recipes and tea as an all day, year round drink.

Cleveland Ohio, July 25.

WUAB-TV, The Morning Show -- Alice Weston taped 10 minutes with Jo who did demonstration and talked about growth in tea consumption, prices, tea growing in Kenya, Africa wildlife and her impressions of U.S.

WEWS-TV, Dorothy Fuldheim Report -- Jo taped 8 minutes and discussed all product forms, her discovery of iced tea, tea in cans, how to brew perfect tea, Kenya.

WJKW-TV, Noon News -- 5 minutes live with Steve Hacker. Jo brewed hot tea and discussed loose, bags, and tea in cans.

Cleveland Press -- Barbara Bratel did 1 hour interview and took pictures and recipes. Discussed Kenyan cuisine, how tea is grown in Kenya, Jo's impressions of U.S.

Indianapolis, In., July 27.

WXLW Radio The Joe Pickett Show -- 15 minutes live in which Jo described tea growth in Kenya, perfect hot tea, iced tea in cans, impressions of U.S.

WISH-TV, Midday News -- Filmed 5 minutes with Tom Gray outdoors. Described how hot tea cools in summer, iced tea in cans, Kenya tea industry.

WTHR-TV, Eyewitness News Center 13 -- Taped 10 minutes outdoors. Tea prices vs. coffee, iced tea and its various forms, Kenyan tea drinking habits, impressions of U.S.

Indianapolis Star -- Donna Segal interviewed for 1 hour covering foods of Kenya, tea industry, impressions of U.S., iced tea in cans.

Detroit, Mi., July 28, 29.

WJR Radio, The J.P. McCarthy Show -- Did 9 minutes live with J.P. McCarthy, covering tea growth in Kenya, history, customs of the country, and iced tea and hot tea habits there.

WWJ-TV, This Morning -- Chuck Easter did 8 minutes live. Jo made hot tea and described each of the products, loose, bags, and cans, on camera.

WTVS-TV, Detroit Black News, Detroit Black Journal -- Jo taped half hour for both shows; it was aired twice. She went into depth on Kenya, African wildlife, customs, and impressions of U.S. Also covered tea in depth, particularly Kenyan tea trade and Jo's impressions of how Americans like tea.

Detroit News -- Tish Meyers interviewed Jo for 1 hour. Took recipes and photos. Discussed Kenyan foods, teas, varieties and blends of tea, iced tea and hot.

Grand Rapids/Kalamazoo, August 1.

6

Grand Rapids Press -- Linda Hendershot interviewed for 45 minutes. Took recipes and photos. Talked about Kenyan cuisine, African wildlife, impressions of U.S., hot tea and preparation and iced tea product innovation.

WZZM-TV, Eyewitness at Noon -- Dick Richards interviewed Jo for 3 minutes at beginning of show and 13 minutes at the end. She made hot tea, discussed all the various iced tea products, told how she drinks tea, her impressions of iced tea and the U.S. in general. Great show.

WZKO-TV, Accent -- Cynthia Kaye taped 12 minutes. Jo made hot tea, told of discovery of iced tea, contemporary products, tea prices vs. coffee.

Chicago, Ill., August 25.

Chicago Tribune -- Carol Ramussen interviewed for 1 hour. Took own pictures and our recipes. Wanted to know all about tea in Kenya, Jo's impressions of U.S., iced tea in Kenya and here, how to make perfect hot tea every time.

WBBM-TV, Worth Knowing About -- 8 minutes live. Jo brewed hot tea and told how to make all forms of iced tea. Also told about canned tea and tea prices vs. coffee.

Chicago, Ill. August 25. Cont'd

7

WGN Radio, Roy Leonard Show -- 30 minutes live, and excellent show with interview and calls from listeners. Tea bags vs. loose tea, differences among types and blends, Jo's impression of instants, mixes, and tea in cans.

WMAQ-TV, News Center News Report 5 minutes live with Jorie Lueoff. Jo made hot tea, and described each of the iced tea products on camera.

Milwaukee, WI., August 3.

WITI-TV, News at Noon -- Clarice Tinsley taped 7 minutes in which Jo demonstrated hot tea preparation, discussed Kenya, prices, growth, production and marketing of tea.

WISN-TV, Dialing for Dollars -- 6 minutes with Joel Drees. Jo made tea and showed loose tea, bags, canned and iced tea on camera as she described each one.

Milwaukee Sentinel -- Carol DeMasteres did 90 minute interview in which she covered all aspects of tea from bush to table, Jo's life in Kenya, customs, impressions of U.S., home life, wildlife. Took our pictures and recipes.

Sumita Saha

Albany, N.Y., July 18.

WAST-TV, David Allen Show -- 10 minutes live. Prepared hot tea and discussed importance of proper brewing, tea's place in Eastern cuisine, iced tea in cans.

WTEN-TV, Noon News -- Four minutes live. Brewed hot tea and explained that the same high grade teas went into iced tea as in hot, also that Americans are the leading drinkers of iced tea in the world.

Albany Knickerbocker News/Union Star -- Art Markey interviewed Sumita for 45 minutes and covered iced tea and hot tea, size of U.S. market and role of Tea Council.

Rochester, N.Y. July 20.

WHEC-TV, Eddie Meath Show -- 8 minutes live. Sumita explained each of the products, her impressions of iced tea, particularly in cans, and the importance of tea in the Indian and American diets.

WROC-TV, Midday News -- 5 minutes live. Larry Hunter asked how much tea Americans drank and was told about how to brew perfect hot tea (demonstrated), discovery of iced tea and the makeup of a teabag.

Rochester, N.Y., July 20.

Rochester Greece Post -- Betty Adams interviewed Sumita for one hour. Discussed difference in tea drinking habits between U.S. and India, comparison of hot and iced tea, Sumita's impression of iced tea. (She likes it.)

Buffalo, N.Y., July 22.

WKBW-TV Dialing For Dollars -- 10 minutes live with David Thomas. Discussed why she was here and talked about tea in India, Australia and the U.S. Brewed hot tea and discussed all forms of iced tea.

WBEN-TV, Noon News -- 4 minutes live with Gary Gunter. Brewed hot tea, talked about iced tea. Much information given in short time.

WBFO Radio -- 15 minute taped show with David Benders. Extensive material on history of tea, myths, all product forms, from loose tea to tea in cans.

Buffalo Courier Express -- Marthe Lane interviewed Sumita for 30 minutes and was interested in the correct brewing of hot and iced tea as well as tea in cans.

Portland, Maine, July 25.

WGAN-TV, Grocery Bag -- 10 minutes taped with Joanne Amerling who

Portland, Maine, July 25. Cont'd

wanted to know about price of tea, would it go up, and was it still a bargain? Brewed hot tea and explained all product forms.

Portland Press Herald Evening Express -- 40 minute interview with Helen Powers. Wanted to know why Sumita was there, why Indians drank hot tea during the summer, how it cooled, popularity of iced tea.

WMTW-TV, -- Extra Edition -- 12 minute live interview with Jim Aikman. Wanted to know correct way to make hot and iced tea, price of tea, various product forms. Demonstrated.

Lewiston Evening Journal -- Margaret Mitchell did not have time to interview, but took recipes and pictures.

Providence, R.I. July 27.

WICE-Radio, The Jeff Star Show. -- 60 minute live appearance in which Sumita took calls as well as being interviewed. Covered tea habits around the world, American's inventiveness with iced tea, hot tea as an ideal hot weather drink.

WPRI-TV, Front And Center -- 9 minutes taped with Hank Bouchard, brewed hot tea and showed all products, mentioned that tea was still a bargain, and described the wide variety of tea products and blends.

WJAR-TV, Noon News -- Taped 7 minutes with Sara Wye. Wanted to know of the increase of tea sales since coffee price rise, how to brew tea, demonstrated, what goes into tea bags, Sumita's impression of iced tea and tea in cans.

Providence Journal -- Helen Wilbur interviewed for 1 hour. How tea is drunk in India compared with U.S., iced tea in U.S., tea prices, impressions of U.S.

Boston, Mass., July 28.

Boston Globe -- Gail Perrin interviewed for 1 hour. The growth and processing of tea, growth of industry, blends, prices, proper brewing, recipes.

WNAC-TV, The Avi Nelson Show -- 15 minutes taped with Avi Nelson, covered tea growth in light of coffee increases, iced tea's popularity, her impressions of Boston and U.S.

New York, N.Y., August 1.

N.Y. Daily News -- Ella Elvin conducted brief interview. Asked about Sumita and her life in Australia and U.S., price of tea, herbal vs. real tea, the steps in properly brewing hot tea.

Hartford, Conn., August 2.

WFSB-TV, Morning Show -- 8 minutes live with Bill and Janice in which they covered tea prices compared with coffee, varieties of tea, tea growing and how to brew correctly. Demonstrated.

WFSB-TV, The Ranger Station -- 12 minutes live with Mike Ogden. How to brew hot tea, demonstration, simplicity of iced tea preparation, iced tea in cans. Children's show, wonderful response.

New Haven Register -- Marion McDonald interviewed for 40 minutes. All about tea, how it grows, what it looks like, standards, varieties, production, export.

Philadelphia, Pa. August 3.

WPVI-TV, Dialing For Dollars -- 15 minutes live with Connie Roussin. Discussed American invention of iced tea, price of tea, how to brew perfect hot tea, customs in India and Australia. Demonstrated.

Philadelphia Inquirer -- Marilyn Marter interviewed for 30 minutes. Tea in general, how tea drinking has changed in this country, how to brew proper tea, recipes.

Pittston, Pa. August 4.

WVIA-TV, Time With Carol -- Carol Guild taped 30 minutes. Discussed sari, Sumita showed how to drape, discussed India, her job in Australia, tea brewing, making perfect iced tea with mixes, instant, and bags, iced tea in cans. Good program.

Scranton-Wilkes Barre, Pa., August 5.

WDAU-TV, Evening News Feature -- Tim Healy filmed a 5 minute interview. Tea prices vs. coffee, how tea is grown, how to brew hot tea and prepare iced tea.

WNEP-TV, Evening News Feature -- Bob Carrol filmed 7 minutes. Discussed tea standards, price, increase in tea consumption, blends of tea, and how to make perfect hot and iced tea.

Scranton Times -- Christine Vanston did 1 hour interview. Discussed recipes and how they went with tea, what goes into tea bags, iced tea in cans, instant and mixes, impressions of the U.S.

Wigati Rais

Baltimore, Md., July 18

WMAR-TV, Dialing For Dollars -- 9 minutes live with Margo Williams and Bruce Elliott. Discussed correct brewing of hot tea and demonstrated, what goes into a teabag, best kind of teapot, Indonesian tea.

WBAL-TV, Action News At Noon -- Amanda Arnold did 6 minutes live including demonstration of hot tea. Also discussed iced tea in cans, mixes and instant.

WBAL-Radio, The Elaine Stein Show -- Taped 20 minutes on all tea material as well as Indonesian culture, Henny's impressions of U.S., cuisine, and her feeling about iced tea.

Baltimore Sun -- Winifred Bautz interviewed Henny over lunch for 1 hour. Particularly interested in iced tea and the cold water method. Took our photos and recipes.

Winston Salem, N.C., July 20

WXII-TV, Mid Morning -- Taped 10 minutes with Binnie Dudley. Demonstrated hot tea, discussed various product forms including tea in cans.

Winston Salem Journal -- Met for 1 hour with Beth Tartan at her home. Discussion of tea growing in Indonesia and Indonesian cuisine, Henny's impressions of U.S., iced tea. Took our photos and recipes.

Wigati Rais

2

Winston Salem, N.C., July 20 Cont'd

WXII-TV, Daybreak -- Taped 10 minutes with Bob Gordon. Henny made hot tea and told how to make the various iced tea products. Also Indonesian cuisine, culture, her impressions of the U.S.

WSJS Radio, Inquiry -- Ted Wainter taped 20 minutes with the emphasis on hot weather drinks. Was intrigued by the idea of drinking hot tea during summer to stay cool.

Charlotte, N.C, July 21

WSOC-TV, Eyewitness Noon News -- 5 minutes live with Jeanne Bohn. No demonstration, but talked about how tea is taken in Indonesia and in the South, how tea is plucked, various kinds of iced tea.

WCCB-TV, Viewpoint -- Val Griggs taped 30 minutes with Henny. All about tea, Indonesia and her impressions of the U.S.

Charlotte Observer -- Helen Moore did 1 hour interview in which she touched on Indonesian tea, food, customs. Took our pictures and recipes.

Norfolk, Va., July 22

WVEC-TV, Midday -- 8 minute live segment with Harriet Passarelli.

Discussed hot tea, five golden rules, demonstrated hot tea and discussed all product forms.

WAVY-TV, The Mike and Lynn Show -- 5 minutes taped with Mike Deeson included discussion of various types of teas, blends, what goes into a teabag.

WNOR Radio, Equal Time -- Mary Jean Ainsley taped 30 minutes with Henny. Discussion included how tea is grown, processed and blended; Tea Council's role, Indonesian cuisine, Henny's impressions of the U.S.

WTAR-TV, People, Places and Things -- Becky Livas did 9 minutes live and talked about how to brew perfect hot tea, how all tea was basically the same, that is, it all comes from the same bush, how much she liked iced tea, in cans as well.

Virginian Pilot -- Janice Kennedy interviewed for 1 hour and a half. Tea customs, cultivation, how to make perfect tea. Also spoke with Sammy Sessa who interviewed Thusita two years ago. Photos taken with teapot, cup and can of loose tea. Took our recipes.

Jacksonville, Fla., July 25

WJAX Radio, The Virginia Atter Keys Show -- 1 hour live call in show. Discussed Indonesian tea, food, customs, education, status of women. Good, informative show with all the questions taken on tea.

WJKS-TV, A.M. -- Phyllis Foraker interviewed. Taped 17 minutes on varieties of tea, where and how grown, iced tea, and how to make perfect hot tea. Demonstrated.

WJXT-TV, Midday -- Dick Stratton taped for 13 minutes. Demonstrated, discussed secrets of brewing, and how to grow tea, also Indonesian customs, Henny's impressions of iced tea.

Jacksonville Times-Union -- Nancy Weir interviewed for 1 hour. Took her own pictures and our recipes. Covered food, hot and iced tea, customs.

Wagati Rais

Miami, Fla. July 27

Miami News -- Marilyn Moore interviewed for 1 hour, and talked only about tea...where it is grown, how, types and varieties, customs. Took our pictures and recipes.

WCKT-TV, Community Calendar -- Wilson Griffith taped 4 minutes. Henny prepared hot tea, discussed how it cools during summer, where grown, and teabag composition.

WKAT Radio -- 1 hour live with Neil Rogers. Discussed many varieties of tea, how and where grown, how to brew properly and make iced tea correctly, specialty teas. Good show.

Atlanta, Ga., July 29

Atlanta Constitution -- Jean Thwaite interviewed Henny for 45 minutes. Indonesian cuisine, tea customs, hot tea as a go-along with all foods, proper brewing. Took own pictures and our recipes.

WSB Radio, Merry Go Round -- John Moore did 15 minutes live with Henny, who discussed why tea is drunk hot in Indonesia and iced in South, where and how grown, making proper iced and hot tea.

Atlanta, Ga., July 29

WXIA-TV, Noon News -- Dave Gilbert did 4 minutes live in which Henny prepared hot tea, went through five golden rules, and discussed iced in cans.

WSB-TV, Noon News -- Taped 4 minutes with Jocelyn Dorsey. No demonstration, but full explanation of three kinds of tea, loose, bags and cans. Also discussed economy of tea, two cents a cup.

Nashville, Tn., August 1

WTVF-TV, Mornings on Five -- Ron Kaiser did 8 minutes live. Henny demonstrated hot tea, went through five golden rules, all tea talk.

WNGE-TV, Morning Watch -- Valerie Lindell taped 9 minutes in which Henny brewed hot tea, discussed iced tea from St. Louis World's Fair through iced in cans.

Nashville Tennessean -- Betty Caldwell spent 45 minutes with Henny. All on tea, Indonesia, Henny's impressions of U.S., recipes. Took our photos and recipes.

WPLN Radio, Coffee Break -- Dick Hilton did 15 minutes live with Henny. How to brew hot tea, kinds of tea, how and where grown, best ways to make iced tea, iced tea in cans.

Mobile, Ala., August 3

WMOB Radio -- Taped 28 minutes with Gary Webb and Lynn Folk. Lots of tea talk, including Tea Council, tea producing countries, how tea is grown, processed. Hot vs. iced tea, as refresher. Benefits of tea, how teabag came to be, where iced tea was discovered.

WKRG-TV, Gulf Coast Extension Review -- Charles Vickery taped 30 minutes with Henny. Wanted to know all about tea, where grown, how grown, processed, marketed. Also why Indonesians and others drink hot tea all year round, quality of iced tea, iced tea in cans.

WKRG-TV, Woman's World -- Connie Bea Hope, charming woman, loved Henny, her costume, her accent. Brewed tea, Connie allowed as she loved it, always drank it, brought out her own collection of teapots. Talked about Indonesia and Henny's dress.

Mobile Press -- Tommye Miller interviewed Henny for 1 hour. Took photos of Henny holding tea cup. Indonesia covered, how tea is grown, where, kinds of tea, iced vs. hot, tea "secrets".

WALA-TV, Gulf Coast Today -- Danny Treanor taped 5 minutes. Henny brewed tea and talked about varieties, iced tea, iced tea in cans, cold water method.

New Orleans, La., August 5

WDSU-TV, Breakfast Edition -- 6 minutes live with Bill Stanley. Henny brewed tea and talked about five steps, where tea is grown, proper pot, ease of making iced tea, iced tea in cans.

WDSU-TV, Midday -- Russ Minshew taped 6 minutes. Henny made hot tea, discussed cooling effect of it and iced tea, when and how they drink tea in Indonesia.

New Orleans Times-Picayune -- Rachel Daniel interviewed Henny for 1 hour and a half over lunch. Took our photos and recipes. Talked about Indonesia, Henny's impressions of U.S., how and where tea is grown, iced tea, cold water method.

WWL-TV, Evening News -- Angela Hill taped 3 minutes of Henny brewing tea, then talked about steps to making hot tea, simplicity of iced tea, iced tea in cans.

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CONSUMER PUBLICITY TEN MONTH REPORT, 1977

The on-going consumer publicity program continues to supply the various media with photographs, releases, recordings, booklets and other material presenting tea (both hot and iced and in all product forms) as the appropriate beverage for family meals, informal entertaining, outdoor activities, special holidays, etc. Materials this year stressed the low cost of tea in comparison to other beverages as well as its versatility, low calories and refreshing qualities.

Here is a breakdown of the specific material produced and released to date:

COLOR RELEASES FOR METROPOLITAN DAILIES

5 full page, full-color releases -- 2 for hot tea, 3 for iced tea-- resulted in orders from 359 metropolitan color-using papers.

Set the Scene for Spring -- a brunch menu with hot tea--68 orders.

Let's Eat Out--Outdoors That Is -- a barbecue menu with iced tea--93 orders.

Foods for Gracious Living -- 2 summer patio meals with iced tea in one, a dessert made with iced tea mix in the other--73 orders.

Can Do--Can Do -- a summer buffet using convenience foods (including canned iced tea)--28 orders.

A Cornucopia of Fall Favorites -- main dishes and quick breads for autumn meals with hot tea and hot tea punch--97 orders.

BLACK AND WHITE RELEASES FOR METROPOLITAN DAILIES

450 metropolitan newspapers were supplied 4 times during the year with seasonal releases on an exclusive basis. In the 16 releases distributed 5 featured hot tea, 8 iced tea, 2 cold tea-based punches, 1 a hot tea pun

February -- 4 releases featuring hot tea in family meals and informal entertaining situations.

May -- 4 releases featuring iced tea at summer picnics, barbecues, patio meals including all product forms and methods of preparation.

August -- 4 releases suggesting iced tea with late summer and early fall meals and a tea-based punch for Halloween.

October -- 4 releases featuring hot tea and tea-based punches for holiday entertaining.



SYNDICATED & MAT RELEASES FOR SUBURBAN AND WEEKLY NEWSPAPERS

8 releases -- 4 for hot tea, 4 for iced.

5 single column mats with cartoon style illustrations released in the "Good Psychology" series to 3,800 newspapers, resulting in hundreds of clippings from small town papers. Releases positioned tea as the beverage in various social situations...after meetings or evening classes...at teenage gatherings...or as an aid to dieters.

2 mats with photo illustrations featured a hot tea beverage for TV watchers and the canned iced tea product for summer picnics. Each went to 3,000 papers.

1 photo release featuring hot tea with a family meal released by Aileen Claire through the NEA syndicate.

MAGAZINES

National magazines have been supplied with specific information on brewing, caffeine content, cost, preparation methods, etc., resulting in articles in the following publications:

American Home (February) -- types of tea and brewing instructions
House & Garden (February) -- hot tea recipes
Telefood (March) -- cover photograph
Westchester & Long Island (March) -- 5 page feature
Ladies Home Journal (April) -- brewing instructions
Seventeen (June) -- iced tea punch
Good Housekeeping (June) -- caffeine story
Seventeen (July) -- sun tea method for iced tea
Ladies Home Journal (August) -- cold water method for iced tea
Woman's Day (August) -- cold water method for iced tea
Good Housekeeping (October) -- general information and brewing instructions
Farmers' Almanac 1978 -- feature article on history of tea

RADIO & TV MATERIAL

10 Radio recordings released monthly through several services to reach young homemaker audiences and college students. Hot and iced tea and all product forms are covered in the appropriate seasons.

4 recordings in "Good Living" series aimed at young homemakers. Topics covered included tax time jitters, second wedding etiquette, camping tips, fund raising activities. Average use per release -- 390 stations.

2 recordings in the "Campus Radio Voice" series aimed at college students released to college stations. Commentaries stressed iced tea as an all-seasons drink, tea varieties and variations. Average use per release -- 472 stations.

4 recordings in the "Around the House" series aimed at young homemakers. Topics covered included spring house clean-up tips, travel tips, the tennis boom, fall outdoor activities. Average usage per release -- 285 stations.

TV MATERIAL

TV Script, accompanied by 4 color slides in cartoon-style art, released through "TV Takes" series. Topic covered was amateur boating with iced tea suggested as the thirst-quenching refreshment to serve. Reported usage: 52 TV stations.

FILMS

"Tale in a Teacup" is loaned to schools, mainly home economics classes, on request and has had 68 showings to date.

"The Aim...Less Frame" is distributed to physical education and home economics classes. Through September it has been booked into 2,103 schools, and had 4,511 showings and an estimated audience of 148,696.

FILMSTRIP

"All About Tea--Hot and Iced" was edited this spring to bring it up-to-date and to include information on canned iced tea. 1,000 new prints were produced and distributed to home economics classes.

BOOKLETS

This year two of the Tea Council booklets "Two Leaves and a Bud" and "What You Should Know About Tea" were reprinted with slight editorial changes to bring them up to date. So far this year the following amounts of booklets have been sent on request to teachers, students, consumers and club groups.

The Story of Tea	12,773
Two Leaves and a Bud	11,189
What You Should Know About Tea	11,349
The Aim...Less Frame	181,773 (these accompany the film of the same name.)

EXTENSION SERVICE MAILING

A special mailing to Extension Service Home Economists offering quantity copies of the "Far Eastern Vegetarian Menu" leaflet (developed during the 1976 "Touring Two for Tea" program) resulted in requests from 462 Extension Agents for 44,321 leaflets to use with their homemaker groups, on radio and TV programs, in newspaper columns and newsletters.

DEPARTMENT STORE PROMOTIONS

The AMC stores were offered through their promotion department certain Tea Council publications to use in connection with tea promotions in their housewares, china or food departments. 6 stores requested booklets--Thalhimer's in Richmond; Garfinkel's in Washington; Burdine's in Hollywood, Florida; Carson Pirie, Scott in Urbana, Illinois; Gimbel's in Milwaukee; H.C. Prange's in Sheboygan, Wisconsin.

EDUCATIONAL FORUMS

During the year copies of three Tea Council booklets were supplied and displayed at Educational Forums sponsored by Good Housekeeping Magazine in various parts of the country and attended by local home economics teachers. 4,480 copies of "The Story of Tea", "Two Leaves and a Bud" and "What You Should Know About Tea" were supplied at 20 such meetings.

SPEAKERS BUREAU

Kenneth Rapieff has made 146 appearances this year before men's service groups and women's clubs.

November 17, 1977

Beryl Walter, Director
Consumer Services

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

To: John Anderson
From: Beryl Walter
Subject: Publicity Report for the month of November, 1977

Copy to:

File:
Date: November 30, 1977

Newspaper Releases

2 column mat with cartoon-type illustrations recommending hot tea as the "friendly" brew released through North American Precise' "Good Psychology" series.

Radio

Radio recording suggesting tea as an after-sports beverage released to college radio stations through Orr Productions' "Campus Radio Voice" series.

Radio recording suggesting tea as the base for various holiday drinks released through Joe Ziehl's "Around the House" series.

In The Works

Color photograph of formal tea set-up being taken for spring release through Sta-Hi Color Service.

Color photograph of spring lunch menu being taken in cooperation with National Broiler Council and Cling Peach Advisory Board for use as a Sta-Hi Color feature.

Copy changes being made in the booklet "The Aim...Less Frame" to bring it up to date and to include new iced tea directions and new product forms.

BW *BW*

BW:mm

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, 1977. Date: Jan. 4, 1978

Newspaper Releases

Full page, four color feature entitled "Take the Easy Way" released through Sun Color Service in cooperation with National Broiler Council and Cling Peach Advisory Board for use in early spring of 1978. Photograph features hot tea as the accompaniment to a spring menu and directions are given for preparing both hot and iced tea.

Radio

Radio recording giving "how to" hints for the care of new pets released through Joe Ziehl's "Around the House" series for use in January-February 1978. Hot spiced tea using teabags or instant tea suggested as a warming beverage after exercise walks.

In the Works

4 black & white photographs featuring hot tea in various spring settings (St. Patrick's Day, Easter, spring meals) being taken for release in early 1978).

Full color feature entitled "Tea for Twenty" showing a formal tea table setting being readied for release in early 1978 through Sun Color Service.

6 mats in the "Good Psychology" series being prepared for every - other month release in 1978.

3 radio recordings in the "Good Living" series scheduled for 1978 release.

3 radio recordings in the "Campus Radio Voice" series scheduled for 1978 release.

4 radio recordings in the "Around the House" series scheduled for 1978 release.

BW *[signature]*

"A"

ATTACHMENT #370

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

REPORT OF THE TREASURER

FOR THE ELEVEN MONTHS ENDED NOVEMBER 30, 1977

RECEIVED
OFFICE OF THE ATTORNEY GENERAL
JAN 27 11 24 PM '78
UNIT
CRIMINAL DIVISION

	<u>ACTUAL TO</u> <u>11/30/77</u>	<u>BUDGET TO</u> <u>11/30/77</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$594,870</u>	<u>\$594,870</u>	<u>\$594,870</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$394,174	\$369,779	\$395,000
Producing Countries Contribution	400,609	447,106	447,106
 Interest	<u>27,587</u>	<u>24,100</u>	<u>25,200</u>
 TOTAL RECEIPTS	<u>\$822,370</u>	<u>\$840,985</u>	<u>\$867,306</u>
<u>EXPENDITURES:</u>			
Tea Council Activities			
Approved	820,997	826,355	866,225
Under Consideration	<u>-</u>	<u>-</u>	<u>95,951</u>
 TOTAL EXPENDITURES	<u>\$820,997</u>	<u>\$826,355</u>	<u>\$962,176</u>
 <u>OPERATING BALANCE AT END:</u>	<u>\$596,243</u>	<u>\$609,500</u>	<u>\$500,000</u>

<u>Tea Council Activities</u>	<u>ACTUAL EXPENSE THRU 11/30/77</u>	<u>BUDGET THRU 11/30/77</u>	<u>1977 BUDGET</u>
101 Salaries (8)	\$144,210	\$144,230	\$157,235
104 Special Services	16,381	18,800	20,000
107 Travel & Expense	16,225	16,000	17,000
110 Employees' Pension, Taxes & Ins.	28,166	29,500	32,000
113 Office Supplies & Expense	17,742	15,500	16,500
116 Rent & Maintenance	33,881	34,500	37,000
119 Furniture & Equipment	3,060	6,640	7,500
122 Insurance & Sundry Expense	8,932	8,040	8,500
125 Exhibits & Presentations	3,996	3,000	3,000
128 Publications	26,044	25,680	26,000
132 Photographs	5,669	6,060	6,500
138 Clippings, Radio & TV Reports	2,074	1,860	2,000
141 Publicity, Mailings & Materials	25,885	22,600	23,000
144 Tea Convention	18,254	20,000	20,000
147 TV & Radio Publicity	6,070	6,800	7,300
160-194 Special Projects	<u>472,388</u>	<u>475,125</u>	<u>491,400</u>
Gross	\$828,977	\$834,335	\$874,935
151 Less Service Fee Paid by Tea Ass'n	<u>(7,980)</u>	<u>(7,980)</u>	<u>(8,710)</u>
Net	<u>\$820,997</u>	<u>\$826,355</u>	<u>\$866,225</u>

	ACTUAL EXPENSE THRU <u>11/30/77</u>	BUDGET THRU <u>11/30/77</u>	1977 BUDGET
<u>Special Projects</u>			
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 72,972	\$ 71,500	\$ 72,500
161 Reprint Physical Fitness Booklet	55,817	55,500	55,500
162 Postage & Handling Booklet Shipments	24,269	26,000	28,000
164 Prints...Baseball Film	2,249	2,400	2,400
165 Distribution, Baseball Film	5,776	7,000	12,000
166 Football Film Clip	10,000	10,000	10,000
168 A. F. C. A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	<u>40,289</u>	<u>43,500</u>	<u>45,000</u>
Sub Total	\$216,372	\$220,900	\$230,400
<u>Other Projects</u>			
170 Tea Trade Journal Ad	\$ 800	\$ 850	\$ 850
171 Misc. Film Distribution	524	825	900
172 Touring Four for Tea	59,788	58,000	58,000
173 Food Service Survey	854	1,500	1,500
174 Food Service Creative	25,000	25,000	25,000
175 Misc.-devel. of ideas, sketches, etc.	1,149	1,500	1,500
176 A. Steele Radio Program	65,000	65,000	70,000
181 Speaker's Bureau	17,422	16,500	17,000
184 Dist. "Aim...Less Frame" Film	13,961	13,800	15,000
185 Home Economics Filmstrip	4,684	5,000	5,000
192 Franklin Tour	40,888	41,000	41,000
194 Tea and Tennis	<u>25,946</u>	<u>25,250</u>	<u>25,250</u>
Grand Total	<u>\$472,388</u>	<u>\$475,125</u>	<u>\$491,400</u>

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

RECEIVED
DEPARTMENT OF JUSTICE
JAN 22 11 23 PM '78
REGISTRATION UNIT
CRIMINAL DIVISION

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement.

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes _____ or No X

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes X or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

John M. Anderson
Signature

1/17/78
Date

John M. Anderson

Please type or print name of
signatory on the line above

Executive Director

Title