

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

RECEIVED
DEPARTMENT OF JUSTICE
JAN 30 11 20 AM '80
REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

SUPPLEMENTAL STATEMENT

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

For Six Month Period Ending DEC 31 1979
(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.

Not Applicable

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
Albert E. Keogler	Director	10/31/79

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
M. Daood Gade	10 Berwick Road Scarsdale, N.Y. 10583	Indonesian	Vice Chairman	8/15/79

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.

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

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) Ltd.

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 consumption of tea in the U.S.A. All of its publicity/promotion programs (no advertising) which consist of food photographs and news information, booklets, radio and television interviews and tapes, distribution of films, are aimed toward that stated objective:

- a. July-Dec. K. Rapieff Tea Tasting Demonstrations
- b. July-Dec. Consumer Publicity Reports
- c. Food Editors Conference, Charleston, South Carolina
- d. Final Report - Football Coaches Tour, Athletic Clinics & Fitness Booklets
- e. Tea Council Sports Videotapes - Interim Report
- f. Tea Ambassador's Tour - Interim Report
- g. Balance By Tea Type and Form - Tea Council Campaign
- h. Physical Fitness Booklet - (Reprint)

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.

1. The registrant has not engaged in any political activity on behalf of any foreign principal during the reporting period.

2. The registrant has not engaged in any political activity on behalf of any foreign principal during the reporting period.

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 information in Item 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>
8/24/79	Tea Board of Kenya		\$ 16,663.75
9/ 7/79	Republic of Indonesia		22,678.25
9/13/79	Tea Board, India		14,395.75
9/17/79	Sri Lanka Tea Board		29,796.00
11/20/79	Sri Lanka Tea Board		40,408.00
12/18/79	Tea Board, India		14,395.75
12/26/79	Tea Board of Kenya		16,663.75

Total **\$155,001.25**

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
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See Attachment marked "A" - "Report of the Treasurer for the Eleven Months Ended November 30, 1979."

The year-end report, which is the audit report, will not be ready until about March of 1980.

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 ☐ Motion picture films ☐ Letters or telegrams
articles
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other ☐ Lectures or
publications 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 ☐

Not Applicable

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 ☐ Not Applicable

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.)

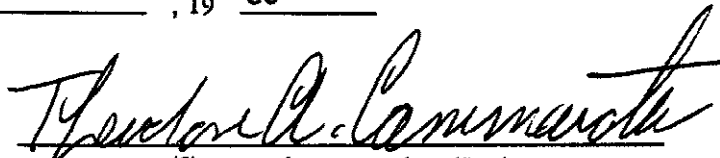

Donald A. Wiederecht, Executive Director

Subscribed and sworn to before me at

New York, New York

this 24 day of January, 19 80

THEODORE A. GAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0344530
Qualified in New York County
Commission Expires March 30, 1971


(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, 1979

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

JULY

<u>Date</u>	<u>Organization</u>	<u>Location</u>
14	4-H Fair	Elizabeth, N.J.
17	Kiwanis Club	Ashuelot, N.H.
24	Rotary Club	Hasbrueck Hts., N.J.
25	Rotary Club	Spring Valley, N.Y.
30	Kiwanis Club	Staten Island, N.Y.

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CRIMINAL DIVISION

AUGUST 1979

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

August

<u>Date</u>	<u>Organization</u>	<u>Location</u>
6	Kiwanis Club	Manchester, N.H.
9	Kiwanis Club	Bernardsville, N.J.
29	Katherine Gibbs School	New York, N.Y.
30	Rotary Club	Staten Island, N.Y.

SEPTEMBER 1979

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

SEPTEMBER

<u>Date</u>	<u>Organization</u>	<u>Location</u>
11	Kiwanis Club	Swansee, Mass.
12	Rotary Club	Maynard, Mass.
13	Senior Citizens	Naugatuck, Conn.
18	A.A.R.P.	Staten Island, N.Y.
25	Kiwanis Club	Hackensack, N.J.
26	Rotary Club	Babylon, N.Y.

OCTOBER 1979

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

OCTOBER

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Lions Club	Harleysville, Pa.
3	Senior Citizens	Perkasie, Pa.
4	Home Makers	Williston Park, N.Y.
8	A.A.R.P.	Masbeth, N.Y.
9	Senior Citizens	Locust Valley, N.Y.
10	Senior Citizens	Greenwich, Conn.
10	Lions Club	Hicksville, N.Y.
11	Senior Citizens	Westville, N.J.
15	Kiwanis Club	Lebanon, Pa.
16	Women's Club	River Edge, N.J.
17	Kiwanis Club	Ronkonkoma, N.Y.
18	N.Y. Society for the Deaf	New York, N.Y.
20	Lions Club	Plains, Pa.
22	Senior Citizens	Valhalla, N.Y.
23	Kiwanis Club	Woodside, N.Y.
24	Senior Citizens	Lenox Hill, N.Y.
30	Rotary Club	Cambridge, Mass.

NOVEMBER 1979

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

NOVEMBER

<u>Date</u>	<u>Organization</u>	<u>Location</u>
8	Kiwanis Club	Troy, New York
8	Renssalaer Union	Troy, New York
12	Women's Fellowship	East Greenville, Pa.
13	Women's Club	East Rockaway, N.Y.
14	Women's Club	Glen Head, N.Y.
15	Lions Club	Franklin Square, N.Y.
19	Garden Club	Coopersburg, Pa.
20	Women's Club	Old Tappen, N.J.
21	Women's Club	Jamaica, N.Y.
28	Rotary Club	Wrightstown, N.J.
29	Kiwanis Club	Jamesburg, N.J.

DECEMBER 1979

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

DECEMBER

<u>Date</u>	<u>Organization</u>	<u>Location</u>
5	Lions Club	Amityville, N.Y.
6	Lions Club	South Hamilton, Mass.
7	Rotary Club	Burlington, Mass.
11	Lions Club	Spring City, Pa.
12	Woman's Club	Stratford, Conn.
13	Woman's Club	Lindenwold, N.J.
17	Lions Club	Oceanside, N.Y.

ITEM 11. " b "

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Publicity Report for the month of July, 1979

Copy to:

File:

Date: August 7, 1979

Newspaper Releases

- 4 black and white photo releases on iced tea released to metropolitan dailies for late summer use
- 2 column mat with line drawings on the 75th Anniversary of the "invention" of the teabag released to 3,800 weeklies and community newspapers
- 1 column mat with cartoon-style illustration extolling the benefits of iced tea for relieving tensions released through North American Precis' "Good Psychology" series

Radio - TV

TV script accompanied by four color slides (in cartoon style art) depicting the "inventions" of iced tea and the teabag seventy five years ago released through North American Precis' TV TAKES Service

Magazines

Feature article on tea appeared in the Sacramento magazine, "The Epicurean" using two of the Tea Council color photos as illustrations

August issue of "Redbook" included Tea Council iced tea directions in their feature on Summer Picnics

Special Events

On July 23 the Tea Council hosted a luncheon, mini-tour of two historic houses and refreshments on the porch of one of these in Charleston, S. C. Guests were the editors and other communicators who were attending the National Chicken Cooking Contest sponsored by the National Broiler Council. Press kits containing releases featuring the food specialities served and background material on tea in Charleston were presented to the some 70 editors attending.

BW *[signature]*

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

To: Donald A. Wiederecht Copy to:

From: Beryl Walter File:

Subject: Publicity Report for the month of August 1979 Date: Sept. 11, 1979

Radio

Radio recording with commentary on the 75th Anniversary of the teabag and of iced tea released through Joe Ziehl's "Around the House" series.

Radio recording aimed at college students released through Helen Hall's new service called "Campus Close-Up." Program is sent to campus radio stations and features young college students as interviewers.

In the Works

Color photograph featuring Fish 'n' Chips and Hot Tea prepared in cooperation with North Atlantic Seafood Association and the Potato Chip Information Bureau for release through Sun Color Service.

Color photograph featuring a holiday tea punch and accompanying foods taken for FAMILY HEALTH Magazine for use in their November-December issue.

BW *[Signature]*

BW: mm

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

RE
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File:

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Date: October 11, 1979

To: Donald A. Wiederecht

Copy to:

From: Beryl Walter

Subject: -Publicity Report for the Month of September

Newspaper Releases

Full page color feature entitled "San Francisco Special--a quick New Way with Fish 'n' Chips," released through Sun Color Service in cooperation with North Atlantic Seafood Association and the Potato Chip Information Bureau. Photo features hot tea and fish 'n' chips.

1 column mat with cartoon style illustration suggesting that children can make their own refreshments using instant tea or iced tea mix released through North American Precise "Good Psychology" series.

Radio

Radio recording by Joe Ziehl and Katie Forbes commenting on outdoor activities for fall and suggesting various hot drinks made with tea being released through their "Around the House" series.

In the Works

4 black and white releases featuring hot tea and/or tea-based punches being prepared for use in newspapers during the holiday season.

BW *KL*)

BW:mm

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

To: Donald A. Wiederecht Copy to:
From: Beryl Walter File:
Subject: Publicity Report for the month of October 1979 Date: October 31, 1979

Newspaper Releases

4 black and white photo releases with holiday themes and recipes released to metropolitan dailies for use before and during the holiday season.

In the Works

2 column mat entitled "Spiced Tea Toddy" being prepared for release to 3,000 suburban papers and weeklies for use during the holiday season.

Radio recording recommending an informal tea as an ideal entertainment for friends and family during the holiday season being readied for release in November for use by broadcasters during the holiday season.

Plans are underway for three cooperative color features to be released in 1980.

BW *fw*

BW:mm

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

To: Donald A. Wiederecht Copy to:
From: Beryl Walter File:
Subject: Publicity Report for the month of November, 1979 Date: December 12, 1979

Newspaper Releases

Two-column mat entitled "Spiced Tea Toddy" released to
3,000 suburban and weekly newspspers for use during
the holiday season.

Single solumn mat with cartoon style illustration with
copy suggesting a cup of hot tea as a help when
problems crop up at work released through North
American Preciis' "Good Psychology" series.

Radio

Radio recording recommending an informal tea for
entertaining during the holiday season re-
leased through Joe Ziehl's "Around the House"
series.

Magazines

November-December issue of FAMILY HEALTH included
three page feature with special color photograph.
Entitled "Holiday Elegance--on a shoestring," the feature
included recipes for a Holiday Tea Punch, (pictured in
the photograph) plus two beverages made with instant tea.

The WOMAN'S DAY "Best Ideas for Christmas" contained
a two page feature with color illustration entitled
"Holiday High Tea." In addition to the recipes for
the menu the article includes a box giving instructions
for brewing the tea.

BW *plw*

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

To: Donald A. Wiederecht Copy to:
From: Beryl Walter File:
Subject: Publicity Report for the month of December, 1979 Date: January 2, 1980

Magazines

November/December issue of House Beautiful's COLONIAL HOMES Contains a two-page feature on tea caddies using information and photographs supplied by us. The illustrations are of tea caddies which were on display at the Tea Center back in 1964.

In the Works

Sun Color cooperative release with Easter theme being readied for early spring release in cooperation with Pork Industry Group and Green Giant.

Sun Color release with spring theme being prepared for early spring release in cooperation with National Broiler Council and Cling Peach Advisory Board.

4 black and white releases featuring hot tea being prepared for winter release.

A new set of "Good Psychology" mats being readied for use in weeklies and suburban papers throughout the coming year.

BW *BD*

BW:mm

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

FOOD EDITORS CONFERENCE - CHARLESTON, S.C.

In July the Tea Council was invited by the National Broiler Council to entertain a group of food communicators from all over the country who were attending the National Chicken Cooking Contest in Charleston, S.C.

As the Tea Council had not participated in this type of goodwill gesture for a number of years, we were happy to accept the invitation. The group (some 67 newspaper and magazine food editors, TV and radio commentators and syndicated food columnists) was entertained at luncheon with a menu featuring Charleston favorites, one of which is iced tea. Following the lunch the group was taken on a mini-tour of two of Charleston's historic homes, ending up on the broad piazza (porch) of the Edmonston-Alston House overlooking the harbor. Typical Charleston refreshments were served, including--again--iced tea.

Participation in this event gave us the opportunity to meet and thank a number of food editors and other communicators who have been of immense help over the years in spreading the word about tea to their readers. These include such editors as Betsy Balsley of the Los Angeles Times; Betty Caldwell, the Nashville Tennessean; Sylvia Schur of Parade; Aileen Claire, the nationally syndicated columnist for Newspaper Enterprise Association; Grace Hartley of the Atlanta Journal; Mildred Kitchen of the San Antonio Light; plus food editors from Redbook, McCall's, Co-ed, Seventeen, to name a few.

All those attending were given a press kit containing a background release on tea in Charleston over the years, two photo releases for the foods served and directions for making both hot and iced tea with all product forms.

Since this event was basically a goodwill undertaking (to renew old friendships and make some new ones), it was not anticipated that stories would quickly appear--but they did. To date, clippings showing use of some or all of the material in the press kit have been received from the Mobile Press Register, Arkansas Gazette, The Philadelphia Tribune (2 stories) and the San Antonio Express (2 stories). It is expected that others will follow as the tea material is timeless.

September 26, 1979

Beryl Walter, Director
Consumer Services



FINAL REPORTFOOTBALL COACHES TOURATHLETIC CLINICS

&

FITNESS BOOKLETS1979 AFCA COACHES TOUR

As previously reported at the June Board Meeting, ten prominent college football coaches had visited 31 markets on behalf of tea and fitness. During the final segment (May 15-May 31) of the coaches tour, an additional six coaches visited 19 cities important to tea, bringing the total for the year to 16 coaches and 50 cities. In those additional 19 cities, the coaches did 51 television interviews, 35 radio interviews and 45 newspaper interviews.

The totals for the year, then, were 93 radio, 164 television, and 102 newspaper interviews. This represents an increased concentration on newspaper and television interviews over radio compared with previous years. The reason: television and newspaper reporters willingly gave coaches more time and space respectively than in years past, and their audiences in comparison with radio are much larger.

1979 ATHLETIC CLINICS

The June report on this promotion covered the spring clinics segment when the Tea Council participated in football clinics at 13 locations.

Since then, the Council has taken part in seven statewide summer football clinics, bringing the total of clinics in 1979 to 20. Those summer clinics are listed below:

FLORIDA
GEORGIA

IOWA
MASSACHUSETTS

NORTH CAROLINA
SOUTH CAROLINA
TENNESSEE

FITNESS BOOKLETS

As a result of the 1979 Coaches Tour and Clinic appearances, a total of 484,663 copies of the AFCA/Tea Council Fitness Booklets was distributed.

September 26, 1979

Michael L. Friedman
DWJ Associates

TEA COUNCIL SPORTS VIDEOTAPES

INTERIM REPORT

COACH JOE PATERNO - PENN STATE

To date, the Tea Council-produced Videotape with Joe Paterno, head coach of perennial college football power Penn State, has been the most successful individual such promotion of this type we've undertaken.

As of the September 18 interim report, 177 television stations have requested the tape--35 of them in the top 50 markets, and 94 in the top 100 markets. The tape has been played on 112 of these stations with a confirmed ARB audience of 8,772,000.

When the final report is completed, it is expected that the tape will have been played in more than 150 stations, with an audience in excess of 10,000,000.

COACH NELL JACKSON - MICHIGAN STATE

This videotape featuring Dr. Nell Jackson, head coach of the Michigan State women's track and field team is still in circulation (tapes were first sent out in early June) and thus far, has resulted in 108 requests and played on the air 94 times with an ARB audience of 6,404,000.

Produced with the cooperation of the AIAW (Association of Intercollegiate Athletics for Women, the female counterpart of the NCAA), the tape was edited two ways. One, a 1:45 version for sports directors on evening news programs and a 4:50 version for play on daytime news and talk shows aimed primarily at women.

JIM PALMER - BALTIMORE ORIOLES

As reported at the previous Board Meeting, this videotape with the star pitcher of the American League divisional champion Baltimore Orioles produced usage on 107 stations with a confirmed audience of 10,279,000.

Palmer, a clean cut, articulate spokesman for tea also accurately predicted (on the tape made during Spring Training) the successful year his team would have.

Cont.....

KATHY SWITZER - MARATHONER

The Tea Council's final videotape, to be produced in early October, will be with Kathy Switzer, who at 32 has been described as "truly one of the founding mothers of American women's running."

Tall, slender and attractive, she still runs 40-50 miles a week (down from the 100-plus when she was a champion) and is active in organizing and promoting a series of long distance races in the U.S.A. and abroad.

September 26, 1979

Michael L. Friedman
DWJ Associates

DWJ ASSOCIATES

SEP 21, 1979

NELL JACKSON FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WPVI	PHILADELPHIA	PA	4	ABC	SD	647,000
2 KGO	SAN FRANCISCO	CA	5	ABC	SD	295,000
3 WHAG	HAGERSTOWN	MD	8	NBC	SD	12,000
4 KPRC	HOUSTON	TX	12	NBC	SD	280,000
5 KSDK	ST. LOUIS	MO	13	NBC	DT	58,000
6 KSDK	ST. LOUIS	MO	13	NBC	SD	242,000
7 WFLA	TAMPA	FL	17	NBC	DT	109,000
8 WTHR	INDIANAPOLIS	IN	20	NBC	SD	111,000
9 WVIT	W. HARTFORD	CT	24	NBC	SD	79,000
10 WDAF	KANSAS CITY	MO	27	NBC	SD	161,000
11 WIVB	BUFFALO	NY	29	CBS	WN	185,000
12 WTVF	NASHVILLE	TN	30	CBS	SD	224,000
13 KOAI	FLAGSTAFF	AZ	33	NBC	SD	7,000
14 WWL	NEW ORLEANS	LA	36	CBS	EN	133,000
15 WOTV	GRAND RAPIDS	MI	39	NBC	SD	124,000
16 WESH	HOLLY HILL	FL	40	NBC	DN	48,000
17 WRAL	RALEIGH	NC	42	ABC	SD	183,000
18 WGAL	LANCASTER	PA	47	NBC	SD	198,000
19 KSAI	SAN ANTONIO	TX	51	ABC	DT	21,000
20 KTUL	TULSA	OK	52	ABC	SD	200,000
21 WGHP	HIGH POINT	NC	53	ABC	SD	85,000
22 WNEM	SAGINAW	MI	55	NBC	SD	152,000
23 WTVR	RICHMOND	VA	56	CBS	SD	148,000
24 WSPD	TOLEDO	OH	57	NBC	DN	29,000
25 KSLA	SHREVEPORT	LA	59	CBS	SD	144,000
26 WTVH	SYRACUSE	NY	61	CBS	SD	126,000
27 WALA	MOBILE	AL	62	NBC	DT	28,000
28 WJKS	JACKSONVILLE	FL	64	ABC	SD	54,000
29 KMJ	FRESNO	CA	69	NBC	SD	98,000
30 WICD	CHAMPAIGN	IL	71	NBC	SD	18,000
31 WPSD	PADUCAH	KY	76	NBC	SD	176,000
32 WNDU	SOUTH BEND	IN	78	NBC	SD	59,000
33 WFMJ	YOUNGSTOWN	OH	80	NBC	SD	42,000
34 WPTV	PALM BEACH	FL	81	NBC	SD	114,000
35 KHGI	KEARNEY	NE	82	ABC	DT	37,000
36 WCAX	BURLINGTON	VT	90	CBS	SD	90,000
37 KVOA	TUCSON	AZ	91	NBC	SD	39,000
38 KSFY	SIOUX FALLS	SD	92	NBC	SD	56,000
39 WJIM	LANSING	MI	93	CBS	SD	93,000
40 WAFB	BATON ROUGE	LA	95	CBS	SD	89,000
41 WOLD	COLUMBIA	SC	99	ABC	SD	10,000
42 WIFR	ROCKFORD	IL	100	CBS	SD	25,000
43 KTHI	FARGO	ND	101	ABC	DN	6,000
44 KTHI	FARGO	ND	101	ABC	EN	18,000
45 KABY	ABERDEEN	SD	102	NBC	SD	9,000
46 KOAA	PUEBLO	CO	103	NBC	SD	30,000
47 WMTV	MADISON	WI	104	NBC	SD	40,000
48 KTSM	EL PASO	TX	105	NBC	SD	46,000
49 KDLH	DULUTH	MN	107	CBS	SD	59,000
50 WTVB	TERRE HAUTE	IN	109	NBC	DT	8,000

NELL JACKSON FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KSBW	SALINAS	CA	112	NBC	SD	49,000
52 KOAM	PITTSBURG	KS	113	NBC	DN	31,000
53 KOAM	PITTSBURG	KS	113	NBC	SD	55,000
54 KAMR	AMARILLO	TX	117	NBC	SD	37,000
55 WPNB	TRAVERSE CITY	MI	118	NBC	SD	21,000
56 WKAB	MONTGOMERY	AL	119	ABC	DT	2,000
57 WKAB	MONTGOMERY	AL	119	ABC	SD	6,000
58 WTVN	COLUMBUS	GA	121	ABC	DT	27,000
59 KCBQ	LUBBOCK	TX	125	NBC	DT	12,000
60 WEAU	EAU CLAIRE	WI	126	NBC	SD	68,000
61 KAPP	YAKIMA	WA	127	ABC	SD	5,000
62 KTTC	ROCHESTER	MN	134	NBC	SD	30,000
63 WICU	ERIE	PA	135	NBC	DT	5,000
64 WICU	ERIE	PA	135	NBC	SD	72,000
65 KORK	LAS VEGAS	NV	137	NBC	SD	33,000
66 KGBT	HARLINGEN	TX	138	CBS	SD	59,000
67 KTVB	BOISE	ID	141	NBC	SD	58,000
68 WBBH	FT. MYERS	FL	142	NBC	DT	10,000
69 KFVR	BISMARCK	ND	143	NBC	DT	8,000
70 KFVR	BISMARCK	ND	143	NBC	EN	41,000
71 WLBZ	BANGOR	ME	146	NBC	SD	27,000
72 WCWB	MACON	GA	147	NBC	SD	4,000
73 KCRL	RENO	NV	148	NBC	DT	10,000
74 KCRL	RENO	NV	148	NBC	SD	14,000
75 KMM	MONAHANS	TX	149	ABC	SD	5,000
76 KRBC	ABILENE	TX	155	NBC	SD	90,000
77 KFSM	FT. SMITH	AR	162	NBC	SD	110,000
78 KOTA	RAPID CITY	SD	166	NBC	SD	46,000
79 WBOC	SALISBURY	MD	168	CBS	SD	38,000
80 KPLC	LAKE CHARLES	LA	173	NBC	DT	8,000
81 KPLC	LAKE CHARLES	LA	173	NBC	WN	36,000
82 KFBB	GREAT FALLS	MT	175	ABC	DT	12,000
83 WCJB	GAINESVILLE	FL	177	ABC	DT	5,000
84 WMBB	PANAMA CITY	FL	178	NBC	SD	26,000
85 KQTV	ST. JOSEPH	MO	181	ABC	SD	45,000
86 KBIM	ROSWELL	NM	182	CBS	SD	14,000
87 KESQ	PALM SPRINGS	CA	187	ABC	SD	24,000
88 WHMA	ANNISTON	AL	191	CBS	SD	8,000
89 WABG	GREENVILLE	MS	192	ABC	DT	11,000
90 WLIO	LIMA	OH	194	NBC	DT	8,000
91 WHSV	HARRISONBURG	VA	199	ABC	DT	1,000
92 WHSV	HARRISONBURG	VA	199	ABC	SD	39,000
93 WAGM	PRESQUE ISLE	ME	201	CBS	SD	10,000
94 WHIZ	ZANESVILLE	OH	203	NBC	SD	17,000
95 KXIX	VICTORIA	TX	206	ABC	DN	14,000
96 KNOP	N. PLATTE	NE	209	NBC	SD	14,000
97 KTCM	HELENA	MT	210	NBC	SD	6,000
98 KYUS	MILES CITY	MT	212	NBC	DT	20,000
99 KYUS	MILES CITY	MT	212	NBC	SD	20,000

6,556,000

SD-Sports Director
 DN-Daytime News
 EN-Evening News

DT-Daytime Talk
 WN-Weekend News

TEA AMBASSADOR'S TOUR

INTERIM REPORT

Aubrey Franklin has resumed his tour in mid-September after a summer hiatus in August. Through the end of July he had completed 35 markets and his effectiveness as a representative for Tea continues stronger than ever.

The high quality and impact for Tea apparent in his media appearances and interviews indicates a believability and acceptance by the media. Since his themes ("Tea With Love" for hot tea, and "Lovely Tea Punch" for iced tea) are all direct Tea messages, he is a very productive salesman for our beverage.

Through the first 35 market visits in 1979, his statistics are:

Television: 41 appearances (morning, midday and evening news, women's and public service programs) for a total of 388 minutes. This 6-3/4 hours represents an individual interview time of almost 10 minutes, an extraordinarily length appearance average.

Newspapers: 31 feature stories of extensive length (often upwards of 800 agate lines of space apiece and sometimes full pages). These features, with photos, tea and food recipes, brewing instructions, and anecdote material on tea, appeared in major metropolitan daily papers with a combined circulation approaching 3.8 million.

The Tea Ambassador's schedule calls for him to visit 37 additional markets by year-end.

September 26, 1979

Asoka Dutt, President
CBC International

BALANCE BY TEA TYPE AND FORM - TEA COUNCIL CAMPAIGN

The following is an analysis of the four main tea product types and their usage in Hot and Iced forms, in the current Tea Council campaign:

I Consumer Publicity (Print, Radio, TV)

<u>Product Form</u>	<u>No. of Items</u>	<u>Number of Times Featured</u>				<u>No. Specific Type</u>
		<u>Teabags</u>	<u>Loose</u>	<u>Instant</u>	<u>Mix</u>	
Hot Tea	20	14	11	2	1	4
Iced Tea	25	17	15	16	15	3
Hot & Iced Tea	7	7	5	-	2	-
Tea In General	$\frac{1}{53}$	$\frac{-}{38}$	$\frac{-}{31}$	$\frac{-}{18}$	$\frac{-}{18}$	$\frac{1}{8}$

In almost all material sent out, more than one product type is highlighted. So, the "Number of Times Featured" exceeds the "Number of Items."

Some observations on the data:

- 1) Loose tea is mentioned so often because it frequently is used as a tag-along with the tea bag (e.g. "add 15 tea bags or 1/3 cup of loose tea").
- 2) There is an approximate 55-45% ratio of Iced Tea to Hot Tea items and,
- 3) about a 50-50 balance between Teabags and Instant/Mix types.

II Coaches' Tour

Was originally 75-25, Hot Tea over Iced Tea, but with the introduction as a news peg for the coaches the element of fluid replacement in hot weather, emphasis has shifted to about 60-40 Iced Tea over Hot Tea. Product types are rarely mentioned

III Fitness Booklet

Just about 50-50 emphasis, hot and iced, with no type mentioned.

IV Baseball Film

Iced Tea only shown being drunk after workouts. Booklet offer in conjunction with film is as in III above, 50-50.

V Sports Videotapes

An approximate 60-40 ratio, Iced over Hot, based loosely on hot weather and cold weather sports being featured. Product forms are not usually mentioned.

VI Speakers Bureau

Ken Rapieff talks about selection and proper preparation of teas, mostly loose, and 100% of the hot variety.

VII Aim...Less Frame Film and Booklet

Equal time is given to hot and iced tea and to all four product types both in the film and its accompanying booklet. (Note: the latter also mentions tea in cans).

VIII Aubrey Franklin Tour

For the first two years, The Tea Ambassador's Tour concentrated almost entirely on Hot Tea ("Tea With Love"). About two years ago, Aubrey began working Iced Tea ("Lovely Tea Punch") into his presentation during the summer months and in Southern markets during the winter. He is currently at about 50-50, Hot and Iced (including the recipes for his newspaper visits). All four product forms are mentioned and depicted and he usually adds a segment on proper hot tea preparation.

SUMMARY

Bearing in mind that in our "publicity-only" campaign, advantage is often taken of current trends that maximize tea exposure. While the individual programs are undertaken with a specific tea form in mind, as can be seen from this analysis, they can be shaped toward the "balance" that has been stated as a goal by the Directors.

This analysis is submitted as a starting point for discussion among the Directors of the desired balance among tea forms and types.

December 13, 1979

Donald A. Wiederecht
Executive Director

TEA COUNCIL OF THE U. S. A., INC.REPORT OF THE TREASURERFOR THE ELEVEN MONTHS ENDED NOVEMBER, 30, 1979

	<u>ACTUAL TO</u> <u>11/30/79</u>	<u>BUDGET TO</u> <u>11/30/79</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$553,288</u>	<u>\$553,288</u>	<u>\$553,288</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$409,567	\$397,351	\$430,000
Producing Countries Contributions	335,145	394,405	394,405
 Interest	<u>39,184</u>	<u>22,917</u>	<u>25,000</u>
 TOTAL RECEIPTS	<u>\$783,896</u>	<u>\$796,673</u>	<u>\$849,405</u>
<u>EXPENDITURES:</u>			
Tea Council Activities			
Approved	739,102	771,027	835,770
Under Consideration	<u>-</u>	<u>-</u>	<u>66,923</u>
 TOTAL EXPENDITURES	<u>\$739,102</u>	<u>\$771,027</u>	<u>\$902,693</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$598,082</u>	<u>\$578,934</u>	<u>\$500,000</u>

<u>Tea Council Activities</u>	ACTUAL EXPENSES THRU <u>11/30/79</u>	BUDGET THRU <u>11/30/79</u>	1979 <u>BUDGET</u>
101 Salaries (8)	\$153,105	\$153,102	\$167,020
104 Special Services	17,929	18,750	20,000
107 Travel & Expense	10,811	16,000	17,000
110 Employees Pension, Taxes & Ins.	31,007	32,000	35,000
113 Office Supplies & Expense	16,762	19,500	21,000
116 Rent & Maintenance	37,222	39,500	42,000
119 Furniture & Equipment	3,474	4,000	4,000
122 Insurance & Sundry Expense	7,204	11,000	12,000
125 Exhibits & Presentations	2,517	5,250	5,500
128 Publications	21,697	24,500	25,000
132 Photographs	8,032	7,400	7,500
138 Clippings, Radio & TV Reports	1,940	2,725	3,000
141 Publicity Mailings & Materials	27,197	26,500	29,000
144 Tea Convention	15,155	16,200	25,000
147 TV & Radio Publicity	7,604	8,150	8,500
160-194 Special Projects	<u>387,571</u>	<u>396,575</u>	<u>425,300</u>
Gross	\$749,227	\$781,152	\$846,820
151 Less Service Fee Paid by Tea Ass'n.	<u>(10,125)</u>	<u>(10,125)</u>	<u>(11,050)</u>
Net	<u>\$739,102</u>	<u>\$771,027</u>	<u>\$835,770</u>

	ACTUAL EXPENSES THRU <u>11/30/79</u>	BUDGET THRU <u>11/30/79</u>	1979 <u>BUDGET</u>
<u>Special Projects</u>			
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 82,903	\$ 80,275	\$ 82,000
161 Reprint Physical Fitness Booklet	50,906	51,000	51,000
162 Postage & Handling Booklet Shipments	15,588	21,000	22,000
165 Distribution, Baseball Film	9,267	8,500	9,000
166 Football Film Clip	12,250	12,250	12,250
167 TV Sports Videotapes	24,500	24,500	24,500
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	<u>37,696</u>	<u>39,000</u>	<u>40,000</u>
Sub Total	\$238,110	\$241,525	\$245,750
<u>Other Projects</u>			
171 Misc. Film Distribution	\$ 114	\$ 500	\$ 500
173 Food Service Survey	-	1,800	1,800
174 Food Service Creative	30,000	30,000	51,500
175 Misc.-devel. of ideas, sketches, etc.	401	2,000	2,000
176 A.I.A.W. Activities	12,250	12,250	12,250
181 Speaker's Bureau	13,987	16,000	18,000
184 Dist. "Aim...Less Frame" Film	20,881	21,000	22,000
186 Food Editors Luncheon	5,607	5,500	5,500
192 Franklin Tour	<u>66,221</u>	<u>66,000</u>	<u>66,000</u>
Grand Total	<u>\$387,571</u>	<u>\$396,575</u>	<u>\$425,300</u>

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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.)

Donald A. Wiederecht
Signature

January 24, 1980
Date

Donald A. Wiederecht

Please type or print name of
signatory on the line above

Executive Director
Title