

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. 10169

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

P.A. Nazareth

Vice-Chairman

10/02/89

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
R.K. Rai	3 East 64th Street New York, N.Y. 10021	Indian	Vice-Chairman	10/02/89

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:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
A. Michael Finn	19 Middle Road Bronxville, N.Y. 10708	Public Relations	10/02/89

II—FOREIGN PRINCIPAL

(PAGE 3)

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

Aspitarte y CIA (Argentina)

12/31/89

Casa Fuentes S A C I F I (Argentina)

12/31/89

Peoples Republic of Bangladesh

12/31/89

Establecimiento Las Marias S.A. (Argentina)

12/31/89

Association De Productores De Te Misiones (Argentina)

12/31/89

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 of India

The Tea Board of Kenya

Sri Lanka Tea Board

The Tanzania Tea Authority

Republic of Indonesia

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 consists of food photographs and news information, booklets, radio and television interviews and tapes, distribution of films, are aimed toward that stated objective.

A) Publicity Reports - July through December, 1989

B) William Congalton Speaking Engagements - July through December, 1989

C) Revised proposal for the 1989 Public Relations Campaign

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 enclosed information - Items #11
Attachments A,B,C

²The 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>
7/28/89	Sri Lanka Tea Board		\$ 53,306.50
9/11/89	Sri Lanka Tea Board		26,653.25
11/07/89	Sri Lanka Tea Board		26,653.25
11/27/89	Republic of Indonesia		141,387.75
11/29/89	Tea Board of India		49,212.59
12/14/89	Tea Board of India		4,236.04
12/26/89	Tanzania Tea Authority		7,779.00
			Total \$309,228.38

(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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³A 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).
⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

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

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

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

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See Item #15 - Attachment (a)

"Report of the Treasurer for the 11 Months Ended November 30, 1989"

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, U.S. 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, U.S. 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.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

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

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☒

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

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes ☒ No ☐

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

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

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Donald A. Wiederecht
Donald A. Wiederecht, Executive Director

Subscribed and sworn to before me at

New York, New York

this 25 day of January, 1990

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0544530
Qualified in New York County
Commission Expires MAY 31 1991

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

⁸The 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 upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

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

To: Donald A. Wiederecht Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of July, 1989 Date: 7/31/89

NEWSPAPER RELEASES

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series. "Don't drink and drive"...Hold safer parties and still keep your guests happy. Have a selection of non-alcoholic drinks at the bar including refreshing glasses of iced tea with lemon slices. Your guests may find these drinks just as tasty as other kinds - and they'll probably feel better both during and after the party.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. Talks about today's trend towards serving lighter foods when entertaining. Try an UNtypical barbecue - combinations of chicken and red peppers...beef and mushroom ...lamb and eggplant...fresh tuna and mango...shrimp and celery chunks and pork tenderloin with prunes or apricots. Cut into bite-size pieces and skewer on long wooden picks, then broil over hot coals. Guests can help with the basting and cooking. Or choose "finger foods" serving your favorite canapes and hors d'oeuvres prepared in good-sized portions. Also keep your drinks lights. Discourage guests from drinking alcoholic beverages at least an hour before driving. And as it is the good old summertime, have plenty of refreshing iced tea on hand to quench thirsts.

IN THE WORKS

Four black and white photographs taken at Lou Manna studio, N.Y. Two hot and two iced, for late summer and Halloween release. One of the pictures also shot in color for possible use by magazines.

RECEIVED
DEPT OF JUSTICE
CRIMINAL DIVISION

90 FEB -1 P1:06

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

To: Donald Wiederecht Copy to:
From: Lillian Hatton File:
Subject: Publicity Report for the month of August, 1989 Date: 8/31/89

IN THE WORKS

Photograph taken in preparation for full color page. Studio
in San Francisco, CA. Page to be done in cooperation
with California Raisin Advisory Board, Norway Sardine
Industry and Underwood Meat Spreads.

Discussions on another upcoming cooperative color release.
Photograph to be taken in September.

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

To: Donald A. Wiederecht

Copy to:

From: Lillian Hatton

File:

Subject: Publicity Report for the month of September, 1989

Date: 9/29/89

NEWSPAPER RELEASES

Full color feature entitled "Holiday Tea" released through Family Features Editorial Services, Inc., in cooperation with California Raisin Advisory Board, Norway Sardine Industry and Underwood Meat Spreads.

Four black and white photo releases (two hot and two iced)
sent to metropolitan dailies. Photos taken in July.

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series. "it's just been one of those days"...If the children are running you ragged, and things are going wrong in the house, take a relaxing break with a glass of iced tea.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. Food In The Fall - entertain outdoors if fall weather permits. Satisfy hearty appetites with an antipasto platter...serve rich cheeses such as provolone and Bel Pease, ...fruit's in season such as thin pear wedges tossed with olive oil and lemon juice. Pears go well with smoked Italian meats and sausages. Other items can be your special chicken salad, or grilled fresh tuna with a light vinaigrette. Have large glass pitchers filled with iced tea. It is the perfect accompaniment to any meal.

IN THE WORKS

Photograph taken in preparation for full color page. Studio in San Francisco, CA. Page to be done in cooperation with California Cling Peaches and Idaho Sweet Spanish Onions.

To: Donald A. Wiederecht Copy to:

File:

Date: 10/31/89

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series. "There's a big meeting coming up"...If you have deadlines to meet and the clock keeps ticking away, stop and take a breather. Close your office door and sip a nice cup of your favorite hot tea. If you slow down a bit, you will become less tense and you will be able to think more clearly.

Four black and white photographs taken at Walter Storck studio, N.Y. Three hot and one iced, for holiday release. Color transparency of iced shot for possible use by magazines.

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

To: Donald A. Wiederecht

Copy to:

From: Lillian Hatton

File:

Subject: Publicity Report for the month of November, 1989

Date: 11/30/89

NEWSPAPER RELEASES

Full color feature entitled "Greet the Season with Hearty, Healthy Winter Suppers," released through Complementary Color. Feature was done in cooperation with California Cling Peach Advisory Board and Idaho-Oregon Onion Promotion Committee.

Four black and white photo releases (three hot and one iced) sent to metropolitan dailies. Photos taken in October.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. "Thanksgiving Desserts - Lower the calories in pumpking pie by serving it in a glass (no crust) with a dollop of light whipped cream and a dash of cinnamon. Instead of big slices of apple pie, make little "tartlets." Or you could serve small assorted pastry tarts filled with fruits such as stewed apricots or frozen raspberries. Of course, the best beverage to finish off the meal would be well-made hot tea. As well as plain tea, you could also serve a favorite hot tea recipe of your own.

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

To: Donald A. Wiederecht

Copy to:

From: Lillian Hatton

File:

Subject: Publicity Report for the month of December, 1989

Date: 12/29/89

NEWSPAPER RELEASES

Single column mat with cartoon illustration released through North American Precis Syndicate's "Good Psychology" series. "Getting to know all about you"...A goal family members should work towards each day. Share your deepest feelings and laugh a lot. Serve snacks and relaxing cups of hot tea to help you enjoy the family "gab-fest."

Two column mat with photo, featuring tea-based punch served with a hot chili dip, for holiday entertaining. Released through Associated Release Service to weeklies and small town dailies.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. Keep it informal and set up a charcuterie board for holiday entertaining. Charcuterie...a French word for restaurants or food stores that are filled with pates and sausages made right on the premises, plus assortments of breads, cheeses and wines, etc. The charcuterie board is becoming very popular this side of the Atlantic. You can use any manner of cold cuts, a pate or two, sausage, an assortment of cheeses, fruit, breads, pickles, mustards and the like. Serve a non-alcoholic punch which guests can enjoy at least one-hour ahead of journeying home from the party

JULY 31, 1989

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
July 17, 1989	Dennis Senior Center	Dennis, MA

AUGUST 31, 1989

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
August 1, 1989	Historic Winslow Society	Marshfield, MA
August 24, 1989	Necomers Club of Harwich	Harwich, MA

SEPTEMBER 29, 1989

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
September 14, 1989	Norwell Senior Citizens	Norwell, MA
September 19, 1989	Wellfleet Council on Aging	Wellfleet, MA

OCTOBER 31, 1989

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
October 13, 1989	Ladies' Guild - Plymouth Episcopal Church	Plymouth, MA
October 19, 1989	Thursday Fortnightly Club	Kingston, MA
October 30, 1989	Delaware Valley Chapter of the American Institute of Wine & Food	Philadelphia, PA

NOVEMBER 30, 1989

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
November 8, 1989	Cape Cod Museum of Fine Arts	Dennis, MA
November 30, 1989	Hansen Council on Aging	Hansen, MA

DECEMBER 29, 1989

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Date

Organization

Location

December 8, 1989

YWCA

Marshfield, MA

Item #11 - Attachment C)

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

A PUBLIC RELATIONS PROPOSAL

Submitted by:
F C S Communications, Inc.
509 Madison Avenue
Suite 1604
New York, NY 10022
September 21, 1989

A PRAGMATIC OVERVIEW

In its decades of marketing/promotional activities in the United States, the Tea Council has probably implemented dozens, and perhaps hundreds, of programs to increase the consumption of tea in this vast, complex market. Some programs, it is likely, were creative and innovative, some basic and standard. And, all the programs met with some degree of success -- some modest, some moderate, still others standouts!

But now, the Marketing Advisory Committee of the Tea Council has intensely reviewed its past efforts. In light of declining consumption during the 1980s, coupled with market and consumer observations that tea has an "old fashioned, stuffy image" and a realization that advertising levels for tea are low compared with other beverages, the Tea Council has honed its consumer target to women, 30 plus, who use tea and make the beverage serving/purchasing decision for their families. In short, you want to increase consumption among already proven users and against other beverage choices, both hot and cold.

We are aware that the Tea Council is considering a number of programs and proposals at this time, and we are certain that each and every one of them will have merit of some kind.

Our approach is based on a premise that we ardently subscribe to. Our decades of experience in public relations/promotion, successfully serving clients of all sizes and shapes, lends credence to our belief that there are few, if any, new ideas. Most are reworkings of things that have worked for others, with some cosmetic changes.

But the bottom line to any public relations/promotional program (we call it marketing communications) is that it must accomplish its purpose. Getting recognition is simply not enough. Getting broadcast time or print coverage in newspapers and magazines is not worth much unless it has the effect of accomplishing the Tea Council's objectives -- to increase consumer sales and consumption of tea in the United States, and, as a corollary, to revitalize the image of the product so that it becomes attractive to today's lifestyle!

What follows is what FCS Communications believes is necessary to accomplish these objectives.

THE F C S APPROACH.

At the risk of sounding critical, we suggest that one of the problems of past promotional efforts -- and conversely, the opportunity for future efforts -- is the fact that what was done for the Tea Council was disjointed. You embarked, successfully in most instances, on a number of different programs, often vaguely linked and not necessarily coordinated to others. Your clippings were impressive, airtime was as well, but consumption declined nonetheless -- and the stuffy, old fashioned image remained!

The opportunity for future efforts, from our vantage point, derives from past efforts -- but with a twist. We propose that many of the programs that were conducted in the past be utilized again, but with synergy and coordination and with a common goal, and with the help of contemporary marketing communications techniques.

In short, we propose initiating a comprehensive program that gets back to basics, but also embraces as many of the high tech opportunities as are appropriate in carrying out various elements of the program.

If many of the elements that follow seem familiar to you, it is because you have done one or more throughout the years. We believe your past promotional efforts were prudent and wise, but lacked cohesion and singlemindedness. The actions were right, but not targeted and not focused. Media tours, spokespersons, videos, newspaper and magazine features -- all were proper.

What we have done is put them together, in a convenient package, not as a menu, from which you can pick and choose, but as a total marketing communications program that will work because each element is dependent on the others. In the totality and inter-relationships of the elements, the Tea Council's objectives will be realized.

The program we are proposing brings a rifled purpose and direction to your marketing efforts.

THE SPOKESPERSON -- WHO, WHAT AND WHY!

We alluded, earlier in this proposal, to the use of a spokesperson, and you will see in the following pages how vital that person is to the overall program we have created.

There are typically several categories of spokespersons, and we have used all three. You can select a celebrity spokesperson, a person steeped in knowledge about your product, or you can select someone totally outside the field who can be trained to act as the spokesperson.

Our strong recommendation narrows the choice to two: someone from inside the tea industry with extensive knowledge; or an outsider trained by us to act as the spokesperson.

Why have we eliminated a celebrity spokesperson? For some very sound reasons, based on extensive experience. A celebrity spokesperson, by its very definition, is someone who is known -- as a model, an actor or actress, an author, a politician, statesperson, etc. Far too often, when a celebrity is used, the basic message or messages get lost. The media becomes more intrigued by the presence of the celebrity than by the fact that he or she is ultimately there, in this instance, to talk about tea!

Conversation, whether in print or broadcast, evolves around the personality and his or her career. The MESSAGE is diminished or put on the back burner, so to speak.

The other alternatives are more viable -- and, in the long run, more effective -- and of the two, the very best solution is the use of a person who is trained specifically for the assignment. The major drawback to using a person within the industry is that he or she doesn't have the time to devote to the effort -- and it does take time, and effort.

We believe a trained outsider can focus much more precisely on the messages and the audiences we're targeting -- and, conversely, that we can select someone with whom the audience itself can identify. A trained spokesperson is not included in the budget at this time, but the cost is not prohibitive. We know and have used several superior persons in this role throughout the years. They are effective and bottom line oriented.

THE PRIMARY AUDIENCE

- Women, 30 plus, married or single, with or without children, working and non-working

OTHER INFLUENTIALS WHO WILL BE REACHED

- Supermarket management
- Home economists and nutritionists
- All other potential consumers

STRATEGY**CONSUMER EDUCATION PROGRAM****Print Media Saturation**

- Direct Feature Suggestions
- Agency-Written Features
- Newspaper Mailings
- Magazine Mailings
- Wire Services
- Syndicated Mat Services
- Wire Service Photography and Briefs

Broadcast Saturation Program

- Video News Release
- Cable and Broadcast Television
- Syndicated Radio Programs

Major Market Program**Other Media Opportunities -- The "Movies"****Supermarket Program**

- Direct Mail - Consumer Affairs Specialists
- Tea Time

Consumer Newsletter**Women's Clubs****EXTENSION HOME ECONOMISTS PROGRAM**

- National Convention
- Direct Mail
- News Updates
- Radio/TV Scripts

CONSUMER EDUCATION PROGRAM

Our primary target is, of course, the consumer, particularly women 30 and up, married or single, with or without children, working or non-working. To reach them, our efforts will focus primarily on national and regional media as discussed below.

Print Media Saturation

In order to generate maximum editorial coverage in consumer magazines and in newspapers, it is crucial that we implement a creative, impactful publicity effort with relevant editors. Working directly with these editors will be an integral, ongoing aspect of the entire marketing communications program.

] Direct Feature Suggestions - Through one-on-one meetings with editors, we will suggest and place special tea/nutrition/healthy lifestyle articles. The important thing to emphasize is that we will not limit our efforts to any one specific category of editor. One idea might be proposed to a lifestyle or medical/healthcare editor; another to food or fashion, still another to entertainment; woman's, travel or even business editor.

] Agency-Written Features - An alternative technique is the direct placement of FCS-prepared features, including our prepared photography. This is possible with special service publications such as GOOD HOUSEKEEPING'S BEAUTY GUIDE and others. We recommend that a copy of the Consumer Newsletter, detailed later in this proposal, be offered to consumers in this and other appropriate instances.

] Newspaper Mailings - For the top 100 markets initially, and eventually to secondary markets, we suggest quarterly mailings of healthy lifestyle information stories, including photography. While the subject matter will vary and might include elements such as tips from authorities, each will embrace one or more attributes of tea consumption in a subtle manner.

] Wire Services - Hundreds of newspapers nationwide can be reached regularly and quickly by direct personal placements with wire services such as AP, UPI and NEA.

These national news organizations, while primarily interested in hard news stories, will use sound consumer education pieces, results of surveys and the like.

Specifically, we will work with the consumer education or healthcare editors so that wide-spread attention can be brought to the tea/healthy lifestyle story.

] Syndicated Mat Services - Another effective way of gaining significant editorial coverage is through the use of syndicated mats. This material is submitted on a monthly basis to participating newspapers and permits us to tell the tea/healthy lifestyle story unedited. Further, it reaches smaller markets to which it might be impractical to do direct mailings. Most newspapers which subscribe to these services use the materials as submitted.

There are a number of variations of how this might be used -- quarterly features, with photograph, as part of the syndicate's special supplements, and a monthly column, for weekly and suburban newspapers, which would be prepared by FCS and bylined by a designated Tea Council spokesperson.

] Wire Service Photography and Briefs - One of the forgotten opportunities for coverage comes with taking creative photography that has a message and utilizing the powerful and influential AP and/or UPI to distribute it to their subscribers. Additionally, they are always on the lookout for short items -- briefs -- which are educational or informational or oddities. Both are ideal targets for the tea story since circulation is so widespread.

Broadcast Saturation Program

An important part of the ongoing media relations efforts previously discussed will also be focused on television and radio. We will approach national programs such as "Today" and offer them an interview with an appropriate Tea Council spokesperson. We will also approach syndicated programs such as "Live - Regis & Kathie Lee" and other national and regional consumer affairs programs with suggested ideas centered on tea and a healthy lifestyle.

] Video News Release - With ABC television recently announcing that they would accept video news releases, the opportunities for distribution and use of this vital element are increased dramatically. There are a number of scripts that can be developed, shot and distributed to 200 television news departments around the United States. We are able to guarantee a minimal 40 station usage on any VNR we produce. And there are residual opportunities to use the VNR beyond initial distribution.

] Cable and Broadcast Television - There are programs for extension of your television reach, at relatively little expense beyond the production and distribution costs of a VNR. One of the best of these is "Health & Home Report", now in its fourth year of airing as a half-hour monthly television news magazine. It is made up of previously-aired VNRS, and now has an on-air hostess who can be utilized to interview spokespersons as well. This show, transmitted by satellite, is now aired by 300 cable television systems throughout the country and recently extended its reach to broadcast television. Currently, it is aired by some 30 broadcast stations, more than half of which are in the top 100 markets.

The production of one VNR in 1990 could literally be extended to a year-long effort by offering it on "Health & Home Report" and in other media (see D below). Once again, television, and radio (below) can be utilized to have consumers write in for the Newsletter proposed.

] Syndicated Radio - Over 140 million Americans listen to radio daily. It's an integral part of today's lifestyle. With over 20,000 hours of non-network news and talk shows on over 5,000 radio stations nationwide, there is a growing demand for factual consumer information for radio use. Timely, professionally-produced material is always in demand.

Nationally-distributed radio programs such as Joe Ziehl's "Consumer Hotline" can deliver the tea/healthy lifestyle story exactly the way we want it presented through established distribution channels to some 1,000 radio stations in B and C counties. Audience is approximately 4.5 million listeners per show. There are a number of other, similarly-distributed radio opportunities.

We recommend several segments on these syndicates during 1990 to help promote national awareness of the tea/healthy lifestyle story as well as to upgrade to contemporary status the image of tea.

Major Market Program

We are certain you are already aware, based on your own previous experiences, that a national media tour is a most effective vehicle in delivering high-impact messages to consumers in key markets.

We are certain you are also aware of the prohibitive costs of such tours -- thanks to soaring hotel, meal and transportation prices.

Nonetheless, we recommend a media tour program -- confined to television, the most influential medium of all -- for 1990. But, thanks to the high technology advances we utilize, it is no longer necessary to send a spokesperson on the road. We have had significant success with satellite media tours, in which the spokesperson sits in a studio in New York after we have arranged for stations all over the country to "interview" the spokesperson via satellite.

Typically, the interview is offered to the top 50 markets, and we are normally successfully in placing the interview on some 20 to 25 of those. It takes only one day of the spokesperson's time (we arrange precise satellite scheduling), and costs are so reduced as to be minimal.

Other Media Opportunities -- The "Movies"

We indicated earlier that there are residual uses for VNRs, without enormous additional costs, which reach significant audiences in an out-of-home atmosphere where the entire interest of the audience is focused. The media is motion picture theatres, and there is a successful program that utilizes previously-aired VNRs in a ten minute short subject format that runs only with first run, major feature motion pictures. The Tea Council would be guaranteed 500 theatre weeks on this show, which is called THE POPCORN REPORT. Used in conjunction with some of the elements proposed previously, we can realize significant cost savings.

Supermarket Program

Reaching consumers at the retail level is, we believe, critical to any marketing communications program. Today's supermarket shoppers are more knowledgeable than ever. Not only are they better educated, but they are bombarded with vast amounts of information on nutrition, diet and health. There is so much information, in fact, that food shoppers often feel unable to apply it to their purchasing decisions.

Many food retailers, both chains and independents, have introduced Consumer Affairs Specialists. These experts are charged with the responsibility of providing consumers with immediate, personal information and expertise. They cover nutrition, special diets, marketplace economics, food legislation, labeling, additives, menu planning and food preparation.

To reach these consumer affairs specialists and, in turn, their customers, we recommend a test program be instituted sometime in 1990, focusing on at least ten chains with consumer affairs programs.

Specifically, we recommend:

] Direct Mail Program - We suggest that a letter, over the signature of a designated spokesperson for The Tea Council, be sent to selected consumer affairs specialists, discussing the tea/nutrition/natural/no calories story and enclose a copy of the suggested consumer newsletter. The letter would offer additional technical information on tea to each specialist and suggest that additional quantities of the newsletter would be made available for consumer use in each store in the chain.

] Tea Time In-Store Booth - We suggest you consider the design and construction of a special compact display - "Tea Time" - for use in selected stores. It would be manned by a Tea Council spokesperson and would be set up in the appropriate section of participating supermarkets.

It would serve to answer many commonly-asked questions about tea and could distribute the newsletter to interested consumers. Ideally, the spokesperson could allow consumers to sample various types of tea at the same time.

Consumer Newsletter

One of the least expensive and most broad-reaching elements of a sound marketing communications program that has as its goal to influence consumers is the consumer newsletter. We have indicated earlier how this can be distributed.

We would propose to design, write and produce a four page publication that would fold easily to fit in a number ten envelope or be utilized as a self-mailer. It would contain a variety of material -- nutrition, history, recipes, etc. -- written in a light but informational style. Suggested titles include "Tea for You", "TeaTips" and "Tea Time".

Women's Clubs

Since your target consumer is women, 30 plus, it seems logical to include a unique and economic vehicle that reaches American housewives. Organizations such as the Consumers Information Bureau can reach up to 30,000 women's clubs (and PTAs) nationally. While there are different services available, basically they all offer the same access to these important groups.

We suggest that a special "Healthy Lifestyles Update" program be developed, as a public service gesture, for use by the program chairwoman of these various groups. Specifically, the program would be completely self-contained -- a half hour script for the chairperson, appropriate graphics (slides, videocassette, film strip, posters, etc.) and sufficient quantities of the consumer newsletter. for use by all members.

These programs can be aimed at particular geographic areas and target specific demographic audiences as well.

HOME ECONOMISTS PROGRAM

Home economists are an important audience in and of themselves. They also reach and influence millions of consumers through various information programs.

Their primary responsibility is public education and consumer affairs, with particular emphasis on nutrition and health. In addition, many of them have their own media outlets- newsletters, newspaper columns, local radio and television programs, public service announcements and consumer "hot lines".

Their primary organization is American Home Economics Association (AHEA), headquartered in Washington, D.C., with some 30,000 members.

] National Convention - AHEA has announced that its 1990 annual convention will be held in San Antonio in June. At the convention, they join forces with HEIB (Home Economists in Business), which makes the combination a formidable one. It is difficult to predict attendance, which varies significantly depending on where the convention is held, but numbers are substantial, and corporate America is there in force in booths - food companies, appliance manufacturers, clothing companies, etc.

We suggest that at the very least, The Tea Council consider participating with an exhibit -- an expanded version of "Tea Time", previously discussed, and perhaps renamed "Tea Break", manned by a spokesperson who could offer various teas for sampling by home economists attending and distribute literature.

] Direct Mail - Because not all members attend the convention, we recommend a mailing be prepared for membership, discussing the tea story in detail. Included in the mailing would be a copy of the newsletter along with a special order card for quantities of the publication.

] Regular News Updates - As new information is available, perhaps on research or consumer studies The Tea Council is conducting, we suggest it be shared with this group through regular news releases for use in their own newsletters, etc.

] Radio/TV Scripts - As related earlier, many AHEA members have their own locally-produced radio or television programs. You should consider having FCS prepare one or more scripts during 1990 for those home economists with their own shows. In every instance, radio and/or television listeners and viewers could be offered the consumer newsletter.

BUDGET ESTIMATE (12 MONTHS)

We recognize this is an ambitious, all-embracing program that we have proposed, with many inter-related elements designed to convey key messages, shift consumer attitudes and sell product. But, if you are to get back to basics, with a specific target audience, messages and objectives, we feel it is necessary to have this cohesive, coordinated approach.

Professional Services: Includes staff time and senior management participation/supervision.	<u>Monthly</u> \$10,000	<u>Annually</u> \$120,000
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Out-of-Pocket Expenses: include xerox, postage, telecopy, telephone, messenger, editorial entertainment, etc.		\$24,000
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- Syndicated Mat Services (3 columns plus photo; 3,800 U.S. newspapers with guaranteed minimum of 100 clips per article. Recommend one per quarter--4) \$16,000
- Wire Service Photography and Briefs (includes photography and guaranteed pickup by The Associated and/or United Press International. Recommend one per quarter--4) \$ 7,100
- Video News Release (one-day shoot; distribution to 200 stations; guaranteed minimum 40 station pickup, plus Video News Release plus "Health & Home Report" with on-air interview and In-Theatre "The Popcorn Report") \$48,250
- Syndicated Radio Programs (includes interview, production & distribution of 3.5 minute programs to 1,000 radio stations and monitoring. Recommend one per quarter--4) \$6,500

BUDGET ESTIMATE (continued)

- Satellite Media Tour (includes all facets--from development and production to national transmission) \$15,000
 - Supermarket Program: Direct Mail TED
 - Consumer Newsletter (design and production of four page, 2 color publication + 100,000 copies) \$20,000
- Estimated Total: \$256,850
- * Monthly operating out-of-pockets (line item #1) purposely estimated high. All other itemized expenses include 17.65% agency commission.

Tea Council of the U.S.A., Inc.Report of the TreasurerFor the 11 Months Ended November 30, 1989

	Actual To 11/30/89	Budget To 11/30/89	1989 Approved Budget
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$ 764,301</u>	<u>\$ 764,301</u>	<u>\$ 764,301</u>
<u>RECEIPTS:</u>			
U.S.A. Trade Contributions	\$ 878,560	\$ 916,666	\$1,000,000
Producing Countries' Contributions	264,623	419,436	457,567
U.S.A. Trade Observer Contributions	25,000	---	50,000
Overseas Trade Observer Contributions	---	---	---
Interest	<u>66,114</u>	<u>47,666</u>	<u>52,000</u>
Total Receipts	<u>\$1,234,297</u>	<u>\$1,383,768</u>	<u>\$1,559,567</u>
<u>EXPENDITURES:</u>			
Tea Council Activities - Approved/Proposed			
<u>Approved</u> Administrative (Net)	\$ 354,802	\$ 386,810	\$ 437,800
Consumer Publicity & Approved Council Projects	441,774	480,167	652,500
<u>Uncommitted</u>	<u>---</u>	<u>---</u>	<u>533,568</u>
<u>Total Expenditures</u>	<u>\$ 796,576</u>	<u>\$ 866,977</u>	<u>\$1,673,868</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$1,202,022</u>	<u>\$1,281,092</u>	<u>\$ 650,000</u>

<u>Tea Council Administrative</u>	<u>Actual To 11/30/89</u>	<u>Budget To 11/30/89</u>	<u>1989 Approved Budget</u>
101 Salaries	\$ 186,877	\$ 194,300	\$ 212,000
105 Employees' Pension, Taxes & Ins.	56,652	66,000	72,000
110 Travel & Expenses	5,827	12,800	14,000
115 Office Supplies & Expense	17,683	22,000	24,000
120 Rent & Maintenance	92,415	91,000	99,000
125 Furniture & Equipment	444	1,500	2,000
130 Insurance & Sundry Expenses	16,467	16,500	18,000
132 Legal & Accounting Fees	14,963	16,500	18,000
135 Exhibits & Presentations	4,517	4,600	5,000
140 Misc. Devel. of Ideas, Sketches, etc.	813	1,000	1,000
150 Tea Convention	<u>22,534</u>	<u>25,000</u>	<u>43,000</u>
Total Administrative	\$ 419,192	\$ 451,200	\$ 508,000
501 Less Fee Paid by Tea Assn.	<u>(64,390)</u>	<u>(64,390)</u>	<u>(70,200)</u>
Net Administrative	<u>\$ 354,802</u>	<u>\$ 386,810</u>	<u>\$ 437,800</u>
201-701 Approved Council Projects	<u>441,774</u>	<u>480,167</u>	<u>652,500</u>
Total	<u>\$ 796,576</u>	<u>\$ 866,977</u>	<u>\$1,090,300</u>

<u>Consumer Publicity Projects</u>	<u>Actual To 11/30/89</u>	<u>Budget To 11/30/89</u>	<u>1989 Approved Budget</u>
201 Salaries	\$ 32,313	\$ 32,313	\$ 35,250
210 Pension, Taxes & Insurance	9,854	9,854	10,750
212 Travel & Expenses	5,465	3,700	4,000
215 Special Services	5,500	5,500	6,000
220 Publications	(332)	800	1,000
225 Photographs	15,959	16,500	18,500
230 Clippings, Radio & TV Reports	4,628	5,500	6,000
235 Publicity Mailings & Materials	46,637	44,000	46,000
240 TV & Radio Publicity	6,000	5,500	6,000
250 Speakers Bureau	3,195	4,500	5,000
Total	<u>\$ 129,219</u>	<u>\$ 128,167</u>	<u>\$ 138,500</u>

Health Aspects of Tea

301 Scientific Advisory Panel	\$ 2,842	\$ 3,000	\$ 28,000
305 Fluid Balance Paper	1,599	2,000	17,000
310 Publication of Literature Review	4,790	5,000	5,000
315 Animal Study (Cholesterol)	—	—	50,000
Total	<u>\$ 9,231</u>	<u>\$ 10,000</u>	<u>\$ 100,000</u>

<u>Foodservice Campaign</u>	<u>Actual To 11/30/89</u>	<u>Budget To 11/30/89</u>	<u>1989 Approved Budget</u>
401 Advertising Space	\$ 161,454	\$ 188,000	\$ 208,000
405 Creative Development & Production	32,857	44,000	48,000
410 Maintenance & R & I Schedule	25,590	28,000	30,590
415 Research Project	20,800	26,000	31,500
420 Printing	11,488	--	--
425 Retainer	14,000	16,000	18,000
430 POS Fulfillment	6,636	6,000	6,600
435 Public Relations	--	--	5,000
440 Meetings & Tea Convention	204	1,000	6,000
445 Price Waterhouse Survey	--	--	3,000
450 Tea World	1,000	1,000	2,000
455 Contingency	--	--	1,310
Total	<u>\$ 274,029</u>	<u>\$ 310,000</u>	<u>\$ 360,000</u>

Other Projects

601 Tea World	\$ 2,000	\$ 2,000	\$ 3,000
701 Public Relations (FCS Communications)	<u>27,295</u>	<u>30,000</u>	<u>51,000</u>
Total	<u>\$ 29,295</u>	<u>\$ 32,000</u>	<u>\$ 54,000</u>

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

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 25, 1990
Date

Donald A. Wiederecht
Please type or print name of
signatory on the line above

Executive Director
Title

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

90 FEB -1 P 1:06

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