



EXHIBIT A

TO REGISTRATION STATEMENT

RECEIVED
CRIMINAL DIVISION

JAN 20 12 01 PM '82

Under the Foreign Agents Registration Act of 1938, as amended

FEDERAL SECURITY
SECTION
REGISTRATION UNIT

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant Marsteller Inc., doing business as Burson-Marsteller 1800 M Street, N.W. Washington, D.C. 20036	2. Registration No. 2469
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3. Name of foreign principal Foundation The Netherlands-The United States of America 200	4. Principal address of foreign principal 151 Bezuidenhoutseweg Room 509 The Hague
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5. Indicate whether your foreign principal is one of the following type:

Foreign government

Foreign political party

Foreign or domestic organization: If either, check one of the following:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input checked="" type="checkbox"/> Other (specify) <u>Foundation</u>

Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.
Ministry of Economic Affairs
Ministry of Agriculture and Fisheries

b) Name and title of official with whom registrant deals.
Dick K. Luchsinger
Director, Netherlands Consulate General
New York City

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal
N/A

T 12-15-82

b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes No
- Directed by a foreign government, foreign political party, or other foreign principal Yes No
- Controlled by a foreign government, foreign political party, or other foreign principal Yes No
- Financed by a foreign government, foreign political party, or other foreign principal Yes No
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes No
- Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)


The government of The Netherlands shares control of Foundation The Netherlands-The United States of America 200 ("Foundation") with the private sector in The Netherlands. More particularly, the Foundation's Board of Directors is currently comprised of eight members: four from the government of The Netherlands and four from the private sector. Upon information and belief, all members of the Board of Directors have an equal vote in the affairs of the Board. Three of the four governmental members of the Board of Directors are members of the Ministry of Economic Affairs. The fourth is a member of the Ministry of Agriculture and Fisheries.

The current four members of the Board of Directors from the private sector are employed by KLM, Heineken, Douwe Egberts, and the agricultural community, respectively.

As the control of the Foundation is shared so is the funding of the Foundation shared. Each of the governmental and private sectors currently anticipates to equally share the costs of the Foundation's activities. However, it should be noted that at this point in time the Foundation is not fully funded.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

N/A

Date of Exhibit A Jan. 29, 1982	Name and Title Carl Levin Vice President and Senior Consultant	Signature 
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UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

RECEIVED
GENERAL DIVISION

JAN 23 12 01 PM '82

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Marsteller Inc., d.b.a. Burson-Marsteller	Foundation The Netherlands-The United States of America 200

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Burson-Marsteller proposes to provide advertising, public relations and publicity services. More particularly, Burson-Marsteller will disseminate information to the media, arrange special promotional events, help arrange and coordinate visits to The Netherlands by 1,000 selected Americans, prepare and place ads in two business publications, organize press trips, set up investors' seminars, and provide media support activities for visiting trade delegations. The proposal is still subject to official approval by the Foundation The Netherlands-The United States of America 200.

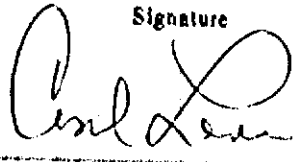
710-15-82

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See response to #4.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
Jan. 29, 1982	Carl Levin Vice President and Senior Consultant	

^{1/} Political activity as defined in Section 1(o) of the Act 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.

Burson-Marsteller

NEW YORK

INTEROFFICE CORRESPONDENCE

To: W. Beihl
From: E. Buchwald
Subject:

December 7, 1981

Here's the original contract with The Netherlands and Burson-Marsteller.

RECEIVED
CRIMINAL DIVISION
JAN 5 12 11 PM '82
INTERNAL SECURITY
REGISTRATION UNIT

Buck Buchwald

EB:mr
cc: R. Godown (w/att.)
K. Huszar/V. Emmanuel (w/att.)
W. Noonan (w/att.)
N. Rich (w/att.)

T12-15-82

New York, December 2, 1981

Foundation The Netherlands -
The United States of America 200,
151 Bezuidenhoutseweg,
The Hague, Netherlands

Gentlemen:

This letter is to confirm that on the date the agreement dated December 2, 1981 ("Agreement") between Foundation The Netherlands - The United States of America 200 ("Client") and Burson-Marsteller ("B-M") was executed, Exhibit "A" to such agreement had not been prepared and the amount of B-M's minimum guaranteed income had not been inserted in Article III Section D.1.

Until such time as the amount of B-M's minimum guaranteed income has been agreed upon and a mutually agreeable Exhibit "A" has been prepared and appended to the Agreement, the Agreement is hereby amended so that (1) all references to Exhibit "A" are deleted and (2) Article III Section D.1. is deleted. All other terms and conditions of the Agreement shall remain in full force and effect.

Once B-M's minimum guaranteed income has been agreed upon and Exhibit "A" is prepared and appended to the Agreement this letter agreement shall be null and void.

Should such items not be agreed upon by January 20th, 1982, either party is entitled to terminate this above mentioned agreement of December 2, 1981, forthwith. B-M will be entitled to be recompensed for the expenses incurred during that period.

Very truly yours,

ACCEPTED AND AGREED:

BURSON-MARSTELLER

FOUNDATION THE NETHERLANDS -
THE UNITED STATES OF AMERICA 200

By: 

By: 


New York, December 2, 1981

Foundation The Netherlands -
The United States of America 200,
151 Bezuidenhoutseweg,
The Hague, Netherlands.

Gentlemen:

This letter will confirm the agreement entered into December 2nd, 1981, by and between Foundation Netherlands - U.S. 200 ("Client") and Burson-Marsteller and Marsteller Inc. (herein collectively called B-M) as follows:

I. Basic Services

A. Publicity and Public Relations

B-M will render its professional services ("Publicity Services") in connection with the special publicity and promotion of the bicentennial program of the Dutch business community as more particularly described in Exhibit "A" attached hereto and made a part hereof.

B. Advertising Services

B-M shall provide Client with advertising services ("Advertising Services") as more particularly described in "Exhibit "A" attached hereto.

II. Special Services

In addition to the Publicity Services and the Advertising Services, B-M is prepared to provide a variety of public relations, publicity and advertising services to individual companies which have made monetary pledges to the Client ("Program Participants") either through B-M or other companies within B-M's organization. Compensation for these special services will be agreed upon in advance with the Program Participant concerned.

B-M shall advise the Representative, as defined in Article IX hereof, of all requests for special services made by Program Participants.

III Compensation

- A. With respect to the Publicity and Advertising Services provided by B-M, B-M will operate on a total budget of one million five hundred thousand dollars (\$1,500,000). B-M will not spend time nor incur out-of-pocket expenses in excess of the amount budgeted for each category of expenses set forth in Exhibit "A" without Client's prior written approval.
- B. At the end of every quarter, Client and B-M will evaluate the remaining program and budget in light of Client's projected service requirements and decide whether any program or budget adjustment is appropriate. Any program or budget adjustment will be confirmed in writing by Client.

December 2nd, 1981

Page 3.

C. Publicity Services

With respect to Publicity Services, B-M will operate on the total budget set forth in Exhibit "A", which budget will cover the following charges and expenses:

1. The cost of the actual time spent by account, creative, communications and other personnel in providing Client with the Publicity Services. ~~B-M shall supply client with a table of hourly rates of the employees likely to work on these services.~~ WT
CB
2. B-M's out-of-pocket expenses as follows:
 - a. Where B-M uses the services of an outside supplier in providing services to Client, the cost of such services together with a 17.65 percent mark-up. Such costs shall include items such as mechanical and art costs (including typography, engraving, electrotypes, printing, photography, artwork and comprehensive layouts) and audiovisual production costs (including talent, props, scenery, sound and lighting effects, rights, licence fees and producers' fees).
 - b. Out-of-pocket expenses (without mark-up) not listed in Section C2.a. of this Article III. Such expenses shall include travel expenses of B-M personnel, long distance telephone calls, telxcs, postage, deliveries, hotel accommodations, for meetings, travel and entertainment of editorial and other parties whom Client has requested B-M to entertain.

c. To cover B-M's cost of miscellaneous items, such as local telephone calls and photocopies, that are required to service Client, three percent (3%) of the time charge billed to Client described in Section C1 above, which charge is included in the administrative budget specified in Exhibit "A", ~~it being understood that these costs will not exceed U.S. \$ 10,000.~~

W
CP

D. Advertising Services

With respect to Advertising Services, B-M will operate on the total budget set forth in Exhibit "A", which budget will cover the following items:

1. A minimum income guarantee of ----- dollars.
If at the date of termination of this agreement, the total commissions retained by B-M pursuant to this subsection 2 and subsection 3c exceed the minimum guaranteed income payable, B-M shall retain such excess. If at the date of termination of this agreement, the total commissions retained by B-M are less than the minimum guaranteed income payable, B-M shall be entitled to retain the minimum guaranteed income.
2. Normal agency commissions equal to the following:
 - a. 15% of gross media charges
 - b. 17.65% of the amount billed by outside suppliers for production and purchase of advertising materials (including without limitation, engravings, electrotypes, typography, translations, mats, printing, stats, photographs, artwork, layouts, comprehensive layouts and all other items involved in the mechanical and art production of advertisements).

3. Each of the following costs:

- a. Gross charges (~~including~~^{excluding} commissions) for media space ordered by B-M. a w a
- b. All charges for production and purchase of advertising materials (~~including~~^{including} the customary 17.65% commission of gross charges), referred to in subsection 1 of this article III. a w a
- c. The cost of the time spent by B-M's personnel in preparing artwork, layouts, mechanicals and stats and in performing other activities in connection with the production of print advertisements. ~~B-M shall supply Client with a list of hourly rates of the employees likely to work on these services.~~ a w a
- d. Travel expenses, including transportation, hotels and meals of (a) B-M creative and production personnel in connection with the production of B-M's advertising material; and (b) of B-M personnel in connection with requests by Client for travel which is primarily for Client's benefit.
- e. Out-of-pocket expenses (without commission) which are incurred and which are not covered by subsections a through d of this subsection 2. Such expenses shall include, but not be limited to telephone calls, telexes, postage, telegrams and messenger and delivery services.

IV. Billing Procedures

B-M shall bill Client for the Publicity and Advertising Services as follows:

- A. On or about the first of each calendar month during the term of this agreement, Client shall pay B-M the sum of one hundred twenty five thousand dollars (\$125,000) ("Monthly Fee"),

provided, however, that this payment obligation will terminate upon Client's prior written notice, if any, referred to in Article V.A. B-M shall credit against the Monthly Fee (1) the time charges and expenses payable by Client for Publicity Services pursuant to Article III Section C hereof; and (2) the commissions and costs payable by Client for Advertising Services pursuant to Article III Section D. hereof.

- B. If in any calendar month the total amount credited against the Monthly Fee pursuant to Section A of this Article IV exceeds the Monthly Fee, B-M shall bill client for such excess forthwith, provided, however, if the media charges billable to Client in any calendar month exceed the Monthly Fee for that month, B-M shall bill Client for such excess media charges on the fifteenth of the month. Print media is billed on the fifteenth of the month preceding the date that charges are due to the publication. Client shall pay B-M any excess on or about the first of the immediate succeeding calendar month.
- C. If in any calendar month the total amount credited against the Monthly Fee pursuant to Section 1 of this Article IV is less than the Monthly Fee for that month, B-M will carry forward the difference and credit the same against the Monthly Fee payable in the immediately succeeding calendar month or months respectively. Any amount not being compensated to B-M at the date of termination of this agreement shall be repaid to Client forthwith.
- D. Client will receive the benefit of any cash discounts allowed by media to B-M only if payment is made by Client within the discount period.
- E. B-M's billing month runs from the 16th day of one month through the 15th day of the next.

F. Except as otherwise provided in Section B of this Article IV, all invoices shall be due fifteen (15) days after the date of receipt. ~~All invoices shall be submitted by telex and immediately confirmed by letter together with the monthly activities report concerned.~~

G. If Client fails to make any payment due hereunder within thirty (30) days after the same falls due, Client shall pay in addition to the amount due, interest thereon at the prime rate of interest charged by Manufacturers Hanover Trust Company as of the date such payment was due.

V. Term and Termination

- A. The term of this Agreement shall commence as of December 1, 1981 and end November 15, 1982 unless sooner terminated by ~~either party~~ giving the other ninety (90) days prior written notice. As soon as possible after notice of termination is given, Client and B-M shall mutually agree upon what work in progress should be completed. Client shall pay all hourly charges, commissions and out-of-pocket expenses incurred up to the (i) effective date of such termination or (ii) if Client has authorized the completion of work in progress after the termination date, the date such work is completed.
- B. Upon the effective date of the termination of this Agreement, all of Client's property in B-M's possession and all contracts for services and materials entered into by B-M on Client's behalf shall be turned over and/or assigned to Client.
- C. At any time during the term of this Agreement, Client reserves the right to modify, reject, discontinue or cancel any and all plans, schedules or work in progress, and in such events B-M will use its best efforts to carry out Client's instructions. However, in the event that Client exercises the foregoing right and if such exercise shall affect any obligation B-M has undertaken on Client's behalf with Client's previous approval Client shall assume and indemnify B-M with respect to any liability B-M may incur as a result of such exercise, and reimburse B-M for actual cost B-M has incurred as a result for work in progress.

VI. Ownership

All slogans and publicity materials submitted or developed by B-M for Client during the term of this agreement and which Client uses at least once prior to the termination hereof or which Client indicates in writing to B-M during the term hereof as being specifically within the designated plans for adoption and exploitation by Client, shall be, as between B-M and Client, Client's property exclusively. All slogans, ideas or plans submitted, created or developed by B-M for Client during the terms of this Agreement and not used by Client during the term hereof or designated by Client in writing as being specifically within designated plans for exploitation and adoption of Client thereafter, are B-M's property and shall be dealt with by Client as such.

VIII. Indemnification

Client shall be responsible for the accuracy, completeness and propriety of information ~~concerning its services~~ with Client furnishes to B-M in connection with the performance of this Agreement.

Client agrees to indemnify B-M from and hold B-M harmless from and against any and all losses, claims, damages, expenses or liabilities which B-M may incur based on defects in services supplied, or representations concerning Client to the extent furnished or prepared by or at Client's request for use by B-M provided, B-M notifies Client within a reasonable time of B-M's receipt of any notice or claim or demand or service of legal process involving any matters for which Client has agreed to hold B-M harmless.

After material has been issued by B-M to the press or to another third party, following Client approval, its use is no longer under B-M's control. B-M can therefore not assure the use of its press material by any publication, nor, if published, that it will be accurate.

VIII. Agency/Client

In purchasing materials or services on Client's behalf B-M will be acting as Client's agent, and all orders placed and contracts entered into by B-M for such purpose with its suppliers and other persons may so state. B-M, however, needs the previous approval of Client's representative to act as Client's agent for each such purchase.

IX. Client Authorization

Client's representative is D.K. Munniks de Jongh Luchsinger, or such other person as Client may from time to time designate in writing ("Representative"). Whenever approval or authorization from or communication or submission to Client is required by the terms of this contract, such communication or submission should be directed to the Representative.

X. Expenditure Approvals

B-M will not incur, without Client's prior written authorization, any expense or make any commitment on Client's behalf in excess of two thousand five hundred dollars (\$ 2,500) which (a) exceeds the amount budgeted for each category of expense set forth in Exhibit "A" or (b) is not covered by the budget set forth in Exhibit "A". If because of time pressure B-M is unable to obtain Client's prior authorization in writing, B-M may incur such expense or make such commitment on the basis of Client's prior oral authorization and B-M shall confirm such oral authorization in writing immediately after such authorization is given.

XI. Entire Agreement

This Agreement constitutes the entire Agreement with respect to the subject matter hereof, and may only be modified or amended in writing signed by the party to be charged.

XII. Construction

Any disputes under this Agreement shall be settled by arbitration under the rules of the International Chamber of Commerce.

XIII. Titles

Titles are for reference only. In the event of a conflict between a title and the content of a section, the content of the section shall control.

B-M and Client have indicated their acceptance and approval of the foregoing by signing in the spaces provided below.

Very truly yours,

BURSON-MARSTELLER

By:
Title *Vice Chairman*

FOUNDATION THE NETHERLANDS-THE UNITED STATES OF AMERICA 200.

By:
~~Title~~

Total Communications Budget

TIME OOP TOTALS

A. PUBLIC RELATIONS

1) The "1000"

Selection through media contests (15 cities/markets in order of priority established by the Foundation).
- TV clearly preferred medium, see attached list to be amended according to agreed upon priority as listed below:

New York City			
Chicago	\$ 3,000	500	
Los Angeles	2,750	1,700	
San Francisco	4,500	2,600	
Houston	3,250	2,600	
Atlanta	3,000	1,500	
Dallas	2,500	1,600	
Pittsburgh	2,500	1,310	
Boston	2,500	1,350	
Cleveland	2,500	1,350	
Baltimore/Washington D.C.		900	
Michigan cluster:			
Grand Rapids/Detroit/Kalamazoo/Battle Creek	4,750	1,750	
Florida - Miami/Fort Lauderdale	4,750	1,800	
Seattle/Portland	7,500	5,400	
St. Louis/Kansas City			

≡ Covers three areas: Baltimore/Washington D.C.;
Seattle/Portland;
St. Louis/Kansas City.

Amounts budgeted for these cities are not a definite commitment per city, but total for cities is \$ 70,360.

Subtotals \$ 46,000(A) \$ 24,360(B) \$ 70,360

Category (A) and (B) as described in Contract, Art. III, A and X.

Total Communications Budget (cont'd)

	<u>TIME</u> <u>(A)</u>	<u>00P</u> <u>(B)</u>	<u>TOTALS</u>
2) Contest structure/coordination	\$ 14,000	15,500	29,500
3) Administration, includes meetings, etc.	8,000	4,000	12,000
4) Contingency Fund	5,000	3,140	8,140
5) Genealogists (max. 2), tours (12 to 15 cities) includes training, video materials, bookings etc.	35,000	25,000	60,000
6) Pre/Post Events (departure parties in Foundation-designated cities, plus post-trip publicity)	40,000	20,000	60,000

Subtotal for "1000":

\$ 240,000

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Total Communications Budget (cont'd)

News Bureau

7) Press Materials/Publicity

(includes press kits, industry profiles, interviews, media support for trade missions, etc.)

8) Two five-part Video News Releases

- to be distributed in 100 top markets

(recommended release date: May/Sept. 1982)

- Subject matters: investment opportunities; tourism; ornamental crops; dairy products; meat products; agro-industry; e.g. luxury foods (tobacco, beverages, chocolates, sweets, cookies etc.); high technology, i.e. aerospace, medical technology; wet construction/dredging; transportation/communication; air-, sea- and road; sports and recreation.

9) Two five-part Syndicated Radio Spots

- to be distributed in 100 top markets

(recommended release date: April/Sept. 1982)

- Subject matters: see under 8).

TIME
(A)

OOP
(B)

TOTALS

\$ 145,000

58,500

203,500

35,500

44,500

80,000

12,000

8,000

20,000

10/1

A

Total Communications Budget (cont'd)

<u>TIME</u> <u>(A)</u>	<u>00P</u> <u>(B)</u>	<u>TOTALS</u>
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10) Press Tours

- detailed plans and corresponding costs to be determined later (original figures \$ 42,700 (TIME) and \$ 59,300 (00P) = \$ 102,000).

P.M.

P.M.

P.M.

11) One Editorial Roundtable (May)

7,500

2,000

9,500

Subtotal for News Bureau:

\$ 313,000

12) Investment Program

Investor meetings/speaking platforms

(tentatively set for June, September and October)

- To be finalized with Pierre Dobbelmann.

120,000

13) Coordination/Management

This includes the day-to-day monitoring of the overall account, invoicing/reporting, monthly and quarterly stewardship report, plus telex, telephone, travel, local transportation etc.

90,700

29,300

120,000

PUBLIC RELATIONS TOTAL:

\$ 793,000

AK

KAH

Total Communications Budget (cont'd)

B. Advertising - 9 ads, 20 exposures.

<u>PUBLICATION</u>	<u>UNIT</u>	<u>FREQUENCY</u>	<u>UNIT COST</u>	<u>COST</u>	<u>RATE BASE</u>
Wall Street Journal	800 lines (4 col x 200 lines)	10	23,952	239,520	5M
Business Week	1 Pg 4C Bld	10	32,901	329,010	7X
				<hr/>	
	Business Publication Subtotal:			\$ 568,530	
	Production			\$ 84,000	
				<hr/>	
	ADVERTISING TOTAL			\$ 652,530	
				<hr/>	
	TOTAL FOR COMMUNICATIONS PROGRAM			\$ 1,445,570	

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Advertising to be based on 9 ads and 20 exposures.

THEMES

NUMBER OF ADS

NUMBER OF EXPOSURES

Business Week Wall Street Journ

General - "200 years" and "1000"	1	1	1
Agricultural - dairies, meat, ornamental crops (flowers)	2	2	2
Industrial exports - high technology, construction/dredging, medical technology	2	2	2
Services - air-, water-, and road-transportation	1	1	1
Investments.	1	2	2
Tourism.	1	1	1
Agro-industrial - luxury foods (tobacco, beverages, sweets, chocolates, cookies); agro-industrial machinery.	1	1	1
	<u>9</u>	<u>10</u>	<u>10</u>

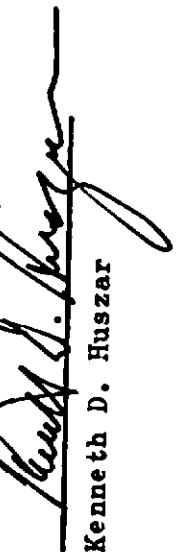
Minimum guaranteed income (art. III, D, 1)

The minimum guaranteed income is set at 15 % of the total budget for advertising, and will be adjusted proportionally, should contract be terminated before expiration.

Appendices: tv-stations / hourly rates / advertising schedule.

The Hague, January 20, 1982.

for: BURSON-MARSTELLER


Kenneth D. Huszar

for: THE FOUNDATION


Ingenieur K.A. de Jong

A.Q. Beumer

New York

"Midday Live" -- WNEW-TV
"Live At 5" -- WNBC-TV

Chicago

"Newstalk"-- WFLD-TV
"Chicago Today" -- WCIU-TV

Los Angeles

"Morning News" -- KTTV-TV
"News At Ten" -- KTLA-TV
"Am Los Angeles" -- KABC-TV

San Francisco

"Newstalk" -- KBHK-TV

Houston

"Wake Up Houston" -- KHTV-TV
"Good Morning Houston" -- KTRK-TV
"Stone at 5" -- KPRC-TV

Atlanta

"Noon News" -- WXIA-TV
"Georgians Speak" -- WAGA-TV

Dallas

"Daybreak" -- WFAA-TV
"Metroplex News" -- KTVT-TV
"Layman & Company" -- KXAS-TV

Pittsburgh

"AM Pittsburgh" -- WTAL-TV
"Good Day Pittsburgh" -- WPGH-TV

KBH

AA

BURSON-MARSTELLER BILLING RATES

A. Public Relations

hourly rates

Elias Buchwald, Vice Chairman	\$150
Bill Donaldson, Marketing Specialist	\$125
Vic Emmanuel, Account Group	\$110
Tim Connors, Creative Director	\$ 95
Al Tortorella, Media Director	\$ 95
Kenneth Huszar, Account Manager	\$ 90
Pat Muldowney, Video Director	\$ 75
Bill Hemp, Creative Specialist	\$ 75
John Stoddard, Account Team	\$ 60
Judy Henry, Account Team	\$ 55
Dan Meenan, Video Specialist	\$ 50
Richard Jones, Media Placement	\$ 40

B. Advertising

Jay Levy, Account Manager	} paid at 15% allent op. cons. - that is on basis.	\$ 80
Eileen Joyce, Account Team		\$ 30
Art Director	} Rick ...	\$ 12 per hour (charge at cost)
Mechanical Artist		\$ 15 per hour (charge at cost)

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Boston

"Consumer Reports" -- WNAC-TV

Baltimore

"Noon News" -- WMAR-TV
"People Are Talking" -- WJZ-TV
"Hello Baltimore" -- WBAL-TV

Cleveland

"Morning Exchange" -- WEWS-TV
"Public Square" -- WJKW-TV
"Saturday Magazine" -- WKYC-TV

Florida

Miami

"Something on 17" -- WLRN-TV
"Female Life Forum" -- WLRN-TV
"World of Women" -- WCIX-TV
"Community Report" -- WCKT-TV

Tampa/St. Pete

"Pulse Plus" -- WTVT-TV
"Today In Florida" -- WFLA-TV
"John Eastman Show" -- WTSP-TV
"Newswatch Noon" -- WFLA-TV

Detroit/Southfield, Michigan

"Noon News" -- WJBK-TV
"Viewpoint" -- WXON-TV
"Sunday In Detroit" -- WJBK-TV
"Evening News" -- WGPR-TV
"Evening News" -- WXYZ-TV
"Kelly & Company" -- WXYZ-TV
"Weekend Magazine" -- WDIV-TV

Seattle

"News 4" -- KOMO-TV

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DATE October 1961

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