

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

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 <i>NORTH AMERICAN PRESS SYNDICATE 201 EAST 42ND STREET NEW YORK, NY 10017</i>	2. Registration No. <i>2836</i>
3. Name of foreign principal <i>FRENCH GOVERNMENT TOURIST OFFICE</i>	4. Principal address of foreign principal <i>610 FIFTH AVE NEW YORK, NY 10020</i>

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:
  - Partnership
  - Corporation
  - Association
  - Committee
  - Voluntary group
  - Other (specify) \_\_\_\_\_
- Individual—State his nationality \_\_\_\_\_

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

- a) Branch or agency represented by the registrant.
- b) Name and title of official with whom registrant deals.

*FRENCH GOVERNMENT TOURIST OFFICE  
George HERN - Public Relations officer*

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

- a) Principal address
- b) Name and title of official with whom registrant deals.
- c) Principal aim

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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

NOT APPLICABLE

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.)

This is the official Tourist Information Office in the United States for the government of France and is completely financed by that Government

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.

NOT APPLICABLE

Date of Exhibit A

March 4, 1991

Name and Title

Michael Neelman - Service Coordinator

Signature

Michael Neelman

Release For The French Government Tourist Office

## France's Canvas Of Dreams

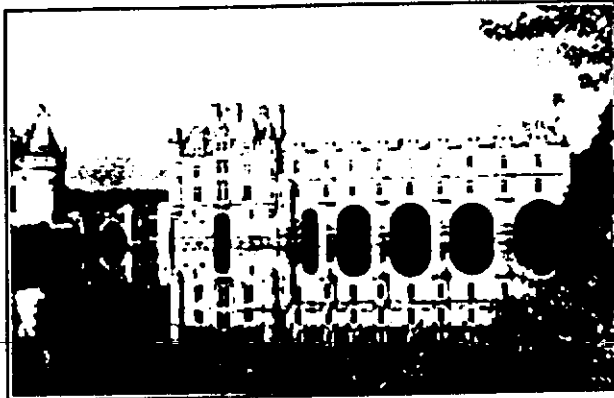
Travel is the stuff dreams are made of, and a picture can capture a thousand times more than mere words. Artists, from Van Gogh and Cézanne to Picasso and Matisse have put on canvas views of France that illuminate the great museums of the world.

France is a country perhaps best described by superlative pictures that capture the fleeting beauty of a paysage, the lively arts, enduring history and magic of cuisine and wines.

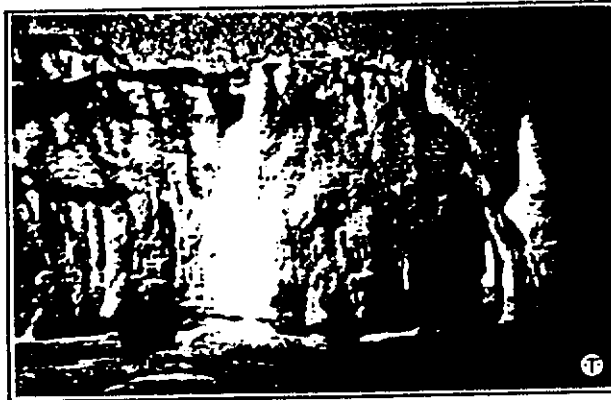
No doubt a big picture is the vintage excitement of the Bordeaux Wine Festival, celebrating the fall harvest. The Côte d'Azur is a kaleidoscope of chic cities from Cannes and Nice to Beaulieu and Antibes with a panorama of art museums dedicated to all the great modern painters: Renoir, Léger, Cocteau, Matisse, Picasso, Chagall, and a score more.

Provence is France's ancient tapestry of Roman ruins—the grand theatre at Orange, the three-tier aqueduct at Pont du Gard, all interspersed with great medieval towns including Avignon with its Palace of the Popes.

Picture France as a cruise on the Canal de Midi or the high-stepping Basques dancing in the monumental Pyrenees. There is the living past in the magnificently aristocratic Loire Valley with



Chenonceaux, Loire Valley.



Etretat, Normandy.

remarkable chateaux spanning streams, dominating bluffs, reflected in timeless moats. The eye-filling French Alps soar to 16,000 feet at Mont-Blanc, and Lyon proffers its dazzling constellation of 3-star restaurants. Normandy is living history from Joan of Arc to Dwight Eisenhower.

The sweeping panorama of France is cap-

tured in "France: Canvas of Dreams," a 32-minute videocassette produced for the French Government Tourist Office by World VideoTravel Guide. Available for \$19.95 plus \$3.50 for handling. For further information call 1-800-437-

3433 to learn how images and sound blend into an enduring "Canvas of Dreams" of France.

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Release for The French Government Tourist Office

## *The Year Of The French Festival*

France has designated 1991 the Year of the Festival, and extends a welcome invitation for travelers to come celebrate fetes and festivals that will bring remarkable animation to all of France's 22 historic provinces.

It's a year filled with jazz, concerts, opera plus pageantry, winter sports and colorful folklore spectacles. Four score festivals, and more are scheduled, and range from the celebrated Cannes Film Festival to the Foire au Jambon held on the Ile du Chateau near Paris.

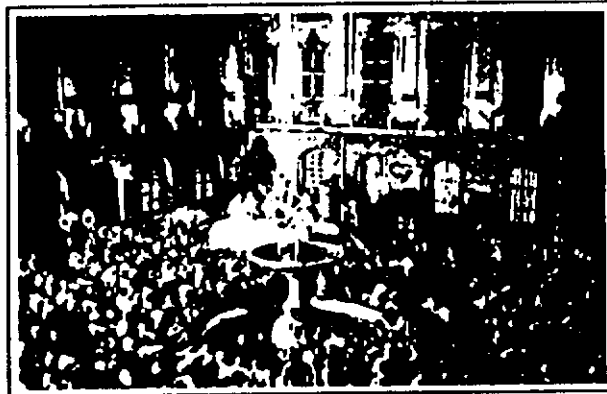
Americans will discover over 1,000 sensational celebrations, and many of them are free. There are wine tastings, street fairs, and so much more.

In Brittany, more than 200 castles will be opened to the public for the first time. Alsace will welcome travelers to the celebrated wine cellars all along the 128 mile Wine Route. The famed French Riviera opens dozens of spectacular gardens, plus new art museums.

Here is the fun-filled diversity of France ranging from exceptional picnic potential in great countryside, the winter sports and skiing at the peak of Europe near France's Mont Blanc, where the first



Quimper Festival, Brittany



Aix-en-Provence

Winter Olympics were held in 1924, then again in 1968, and slated a third time in 1992.

It's easy to plan your festival fun with the free 106-page France Discovery Guide. Also available without cost is the A.T.&T.

France Fun Book with 101 coupons for free activities and bonuses. Get yours by calling 1-900-990-0040 (50 cents per minute), or write to: 1991 Festivals, French Government Tourist Office, P.O. Box 2658, Lake Ronkonkoma, N.Y. 11779.

U.S. Department of Justice  
Washington, DC 20530

Exhibit B  
To Registration Statement  
*Under the Foreign Agents Registration Act of 1938, as amended*

OMB No. 105-0007

**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 triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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

SEE ATTACHED: 112

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?  
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.

Distribution of News Releases to Newspapers across the United States

Date of Exhibit B	Name and Title	Signature
March 4, 1991	Michael Neelman - Service Coordinator	[Signature]

\*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.

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## Results and Costs

### NEWSPAPERS

100 to 400 placements per release

one column width \$2,300

two column width \$2,900

three column width \$3,500

For releases more than seven inches deep, add \$50 per extra column inch. Artwork: \$65 per drawing. Deduct \$150 per release for doing four at a time, \$175 each for doing six, or \$200 each for 12.

### TELEVISION

Pick-up: over 40 stations per release

four slide release to

325 stations \$2,950

four slide release to

600 VHF stations 3,650

Art: \$100 per drawing. Discounts: \$100 per release for six or \$150 each for 12.

### RADIO

Over 200 pick-ups per release

A script and reply card to 3,000 radio stations: \$2,650. Deduct \$100 per release for six, or \$150 each for 12.

### MULTI-MEDIA RELEASE

350 to 700 placements on TV, radio and in suburban newspapers.

one multi-media release \$6,500

Deduct \$600 if the multi-media release includes a one-column suburban newspaper release, or add \$600 if a three column size is used.

Deduct \$500 per multi-media release for doing six or more.

### GUARANTEE

We guarantee your complete satisfaction with the results of each release—quality, quantity, and speed—or another one free.



### North American Precise Syndicate, Inc.

New York 201 East 42nd Street, New York, New York 10017 (212) 867-9000 Chicago 333 N. Michigan Avenue, Chicago, Illinois 60601 (312) 558-1200 Washington 1025 Vermont Ave., N.W., Washington, D.C. 20005 (202) 347-7300 California 4209 Vantage Avenue, Studio City, California 91604 (213) 761-8400

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## WHAT WE DO

### How North American Can Help You

We're a publicity distribution firm used by most Fortune 500 companies plus 90 trade and professional associations.

We can move your information at low cost to 3,800 newspapers, 325 TV stations and 5,000 radio stations

## NEWSPAPERS

Distribution to 1,000 dailies and 2,800 weeklies, mostly from the upscale areas of major markets. Rates include your clippings plus usage reports from North American's computers showing the circulation and major market area of each clip. You produce 100 to 400 clips per release.

## TELEVISION

Distribution, to 325 stations, of scripts and chroma key slides—the kind that make pictures appear on a screen behind the announcer—including reproduction of 1,300 TV quality slides per release. Also included: usage cards from stations, plus computer printouts with audience data. Results: 40+ known placements per release.

## RADIO

Distribution of scripts to 3,000 radio stations, plus usage cards from stations, plus computer printouts with audience data. You create 200+ placements per release.

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