

EXHIBIT A
TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

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

RECEIVED
U.S. DEPARTMENT
OF JUSTICE
CRIMINAL DIVISION
MAR 10 3 06 PM '82
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

1. Name and address of registrant Steven Bennett AC & R Advertising, Inc. 437 Madison Avenue New York, NY 10022	2. Registration No. 3211
3. Name of foreign principal German National Tourist Office	4. Principal address of foreign principal 1640 Hempstead Turnpike East Meadow, NY 11554

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 checked="" type="checkbox"/> Association	<input type="checkbox"/> Other (specify) _____

Individual - State his nationality _____

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

a) Branch or agency represented by the registrant.

N/A

b) Name and title of official with whom registrant deals.
Mr. Horst Schwarte
Mgr. NA Sales

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

N/A

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
Organization to promote tourist activity.


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.) AC & R is an Advertising Agency working for the German National Tourist Office. We work with the New York office only promoting tourism to Germany. We are not directly involved with Germany.

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	Name and Title Steven Bennett	Signature 
VP/Account Executive		

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

EXHIBIT B

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

RECEIVED
U.S. DEPARTMENT OF JUSTICE
CRIMINAL DIVISION
MAR 10 3 06 PM '81
INTERNATIONAL
REGISTRATION SECTION

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
Steven Bennett AC & R Advertising, Inc. 437 Madison Ave., N.Y., NY 10022	German National Tourist Office

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. Create and place advertisements in consumer magazines, newspapers, radio stations and travel trade journals.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal. Placement and distribution of advertisements to U.S. media of tourist attractions and events in Germany.

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.

N/A

Date of Exhibit B	Name and Title	Signature
	Steven Bennett VP/Account Executive	

^{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.



CALL REPORT # 109

CLIENT: GNTO

CALL REPORT DATE: 11/6/79

MEETING DATE: 11/6/79

PLACE: GNTO

PRESENT: Mr. Blaettermann
Ms. Wuerz
Mr. Bennett
Ms. Skudlark

Distribution: Mr. Blaettermann
Mr. Krueger
Ms. Wuerz
Ms. I. Scherer-Mohr
Mr. Veit Emschermann

SR, SM, DW, MW, LT, MM, JMc, RR, VD, AS,
RJ, (SB), MH, RB, LM, ML, PH

1980 Budget

Budget Guideline for 1980:

Budget '80 US \$1,080,000

To be planned as follows:

\$610,000	Spring '80 U.S.
150,000	Spring '80 Canada
\$160,000	Fall '80 U.S.
40,000	Fall '80 Canada
\$40,000	Trade U.S.
10,000	Trade Canada
\$40,000	Meetings & Conventions U.S.
10,000	Meetings & Conventions Canada
\$20,000	Reserve

Above budgets are for media and production.

MEDIA

a) Radio flight to be Feb. 25-March 16, 1980 in following markets (40% reach)

New York	Washington D.C.
Chicago	Dallas
Los Angeles	Houston
Detroit	Minnesota
Philadelphia	Atlanta
Boston	Miami
San Francisco	

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b) Following is print media:

Travel Illustrated	pg 4/C bleed	4th week Feb. or mid March
Newsweek (13 metro or region or regional)		4th week Feb. or mid March
Travel & Leisure	pg. 4/C bleed	March
Travel Holiday	pg. 4/C bleed	April
Natural History	pg 4/C bleed	April
Vogue	pg. 4/C bleed	March
Gourmet	pg. 4/C bleed	May
Diversions	pg. 4/C bleed	June
Geo	pg. 4/C bleed	May
Rotarian	pg. B/W	Feb

c) \$50,000 (including production) to be set aside for newspaper to be determined later.

d) GERMAN ETHNIC

Budgeted at \$2000. Agency to check into special issues.

e) Canada

Agency to consult with Ms. Scherer-Mohr regarding Canadian media.

Magazine Ad

Client specified following subject matter to be included in photo selection.

- Rhine River with castle background
- Bavarian scene
- Northern city scene

Agency to examine selections provided and make recommendation on use.

Copy meeting to be held week of November 12.

ACTION: S. Taffet to research.

Meetings/Incentive Ads

Same format as magazine ad to be used, but will consider use of 2 photos rather than 3 to allow room for more copy. Same selling points to be picked up as used presently but worked into Wunderbar theme. Incentive photo: Michelstadt, elegant dining scene. Convention photos: convention scene, Bavarian beer drinking.

ACTION: S. Taffet to prepare layouts
P. White to prepare copy.

Rotarian Ad

Agency to revise headline of current ad.

ACTION: P. White

Small Space Ad

Copy to be revised to include Wunderbar theme.

ACTION: P. White

(3)

Agency accepted master slides from the 1977 Germany photo shoot. Agency to return slides after photo selection has been made.

ACTION: Ann Skudlark to return slides to GNTD New York.

AC&R Interoffice Memo

To: Debbie Gray

Date: December 22, 1981

From: Steve Bennett ✓

Subject: GNT0 - Canada

CC: ROBERTA BYER
MIKE WIDENER
ELAINE YANIS

Media plan required for Canada as follows:

Budget \$40,000 (Canada \$48,000)

1) Pg B/W (last week in Feb.) Sunday Supplement in:

Toronto 1x
Montreal 1x
Ontario 1x
Vancouver 1x

2. Pg B/W trade: (end of Feb.)

CIN *Canadian Travel News*
CTP " " *Press*
CTC *Canadian Travel Courier*

3. Newspaper R+T (finish off budget). Early Feb.

Plan due January 6.

Steve

To Marge Laugre ^{aka}
From Steve Barnett ✓
Re GNTD - Radio

M. Widmer
cc E. Yaris

To confirm our conversation, the GNTD has a media budget of \$100,000 U.S. and \$25,000 Canada for 30 second live announcements. The spot schedule should be planned to start as soon as possible (early July).

We have to balance number of markets and length of schedule. They would accept a 2 week schedule if we recommend.

Market priorities

NY
Chicago
LA

Montreal (Eng, French)
Toronto

Need spots for

Wash DC
Boston
Ph. I
~~Wash~~ Dallas
Miami