

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  GCI GROUP, 777 Third Ave, New York, NY 10017	2. Registration No.  3856
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3. Name of foreign principal SECTUR/MEXICO A WORK OF ART	4. Principal address of foreign principal Avda. Presidente Mazarik No. 172, Mexico 5, D.F.
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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 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.	SECTUR, Ministry of Tourism
b) Name and title of official with whom registrant deals.	Lic. Bruno Kienhle, Official Mayor

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

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

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 NATIONAL SECURITY AGENCY

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

Cultural Relations & Publicity

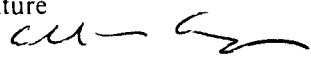
b) Is this foreign principal

- 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.)

Government of Mexico provides funding for promotion of Tourism through Ministry of Tourism.

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 January 11, 1991	Name and Title ELVIN Ginsburg Executive Vice President	Signature 
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**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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**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 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.

Name of Registrant	Name of Foreign Principal
GCI GROUP	SECTUR/MEXICO A WORK OF ART

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 three 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 three 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 the 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.

Public relations services to be provided by GCI Group include counseling, creating, planning and working on specific public relations projects; preparation of written and other public relations materials; representing Sectur/Mexico A work of Art.

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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.

(AS OUTLINED IN AGREEMENT)

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>  
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
January 11, 1991	ELIN Ginsburg Executive Vice President	E. U. S.

<sup>1</sup>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.

GCI GROUP



July 10, 1990

Lic. Bruno Kienhle  
Official Mayor  
SECTUR  
Avda. Presidente Mazarik  
No. 172  
Mexico 5, D.F.

Dear Bruno:

This letter serves as an understanding between GCI Group and the Ministry of Tourism, and confirms that GCI Group will carry out the "Mexico Work of Art" program as detailed in the attached budget.

It is understood that this project falls within the same terms and conditions as the GCI contract with SECTUR.

Services

We will devote our best efforts to further your interests and will work with you to develop and carry forward a successful communications program for this project. We will provide public relations counselling, advertising and marketing services, establish appropriate media contacts, and produce necessary communications materials including advertising, news releases, articles and other ancillary materials within the scope of the agreed upon budget.

Compensation


What follows is a 1990 payment schedule for the advertising and public relations budget which totals \$2,488,706.088:

September 1990	\$1,216,456.08
October 1990	581,850.00
November 1990	581,850.00
December 1990	108,550.00

We are pleased to be associated with this, and look forward to a mutually productive and enjoyable relationship.

If you will please sign one of these copies and return it to us, it will serve as an acceptance of the terms of this agreement.

By:   
Bruno Kienhle, SECTUR

Very truly yours,  
GCI Group, Inc.  
By:   
Harriet Mouchly-Weiss, GCI

GCI INTERNATIONAL

777 Third Avenue, New York, N.Y. 10017 212 546-2200 FAX 212 546-2381 TELEX 175307

Amsterdam, Bologna, Brussels, Canberra, Frankfurt, Genoa, The Hague, Hong Kong, London, Los Angeles, Maastricht, Melbourne, Mexico City, Milan, Munich, New York, Paris, Rome, Stockholm, Sydney, Tokyo, Toronto

Revised 7/9/90

MEXICO: A WORK OF ART  
BUDGET

1. Advertising

<u>Closing Date</u>	<u>Medium</u>	<u>Amount to Commit</u>
1 July	Bus sides	US \$121.5M
	Bus shelters	92.5M
	*Airport dioramas	<u>18.5M</u>
	Sub-total	232.5M
1 August	Magazine Schedule	\$640.0M
15 August	Television Schedule	US \$285.0M
	Radio Schedule	103.2M
	Hispanic Schedule	<u>46.8M</u>
	Sub-total	435.0M
15 September	Newspaper schedule	US \$139.1M
	Posters (Quan. & Budget TBD)	
	TOTAL MEDIA:	\$1,446.600
	PRODUCTION BUDGET:	\$ 600,000
	ADVERTISING TOTAL:	\$2,046,600

2. Posters

<u>Quantity</u>	<u>Price</u>	
5,000	Mechanicals	\$1,764.75
	Printing	<u>6,141.33</u>
		\$7,906.08
	POSTERS TOTAL:	7,906.08

\* Please note, Airport budget may need to be revised per instructions to add Dulles, JFK and Newark, and delete Boston. We are determining the costs now.

3. Public Relations

Cost

	<u>Time Charge</u>	<u>Expenses</u>
o <u>Publicity</u> 30 News Releases/event media alerts (developing, writing, follow-up) Distribution, postage	\$ 21,000	\$ 10,000
o <u>Photography</u> slide duplication photo library	4,500	2,000
o <u>Press Conference</u>	12,000	
- Speech		
- Invitations		500
- Press Kits		2,500
- Interviews		
- Follow-Up/Coordination		
- Room Rental		1,000
- Food		4,500
- Misc. (transportation)		2,000
		12,500
o <u>Placement</u>	54,000	—————
- TV		
- Radio		
- Print		
- Media training for 6 people (2,500)		
o <u>Press Trips</u>		
- Individual Press Trips (Only for Press who Pay for Themselves or for whom we can arrange compilmentary travel)	\$ 9,000	

Handwritten scribbles and initials at the bottom of the page, including a large 'M' and some illegible marks.

	<u>Time Charge</u>	<u>Cost Expenses</u>
o One Cultural Video News Release	\$ 12,000	\$40,000
- Creative		
- Pre-Production		
- Production		
- Post-Production		
- Tape Stock Distribution		
o In-Flight Video Placement (3 airlines)	5,000	30,000
- adaptation of video news release		
- fees to U.S. carriers		
- Measure viewership		
o Contingency		
* Additional/TV Exposure	10,000	40,000
- News Travel Network		(site fees)
- CNN (Burt Wolf/Cuisine)		
* Additional/Support		
- Speech Preparation	10,000	25,000
- Slide Presentations	20,000	
- Follow-up and coordination of planned events	20,000	
o Support Staff working out of the MGTO/NY		
-2 people for 7 mos. \$2,300/mo)		32,200
o General PR Counselling Fee	20,000	<hr/>
o Telephone, fax, local transportation, GCI travel to Mexico postage, messenger, production of press materials (July-January)		45,000
	<hr/>	<hr/>
	\$197,500	\$236,700
	PK	
SUBTOTAL PR:		\$434,200



What follows explains the public relations placement and VNR program components:

1. PLACEMENT

Objective: Generate major feature stories on Mexican culture and the economic turnaround on national and local (New York, Boston, Washington, D.C.) television, radio, magazines and newspapers, using the Mexico: Splendors of Thirty Centuries exhibit at the Metropolitan as a news peg.

To accomplish this, the agency will launch an immediate, targeted placement campaign which means handling all elements leading to major publicity in key media outlets. To do this GCI will:

- 1) Determine news angle
- 2) Research and write pitch letters
- 3) Conduct tv, radio, magazine and newspaper pitching via phone
- 4) Book interviews for spokesperson (to be determined by client)
- 5) Provide background material, photography, artwork, props, information to media
- 6) Conduct media training for spokesperson
- 7) Coordinate all details of and attend interviews
- 8) Provide media follow-up
- 9) Client reporting

Timeframe:

July through November, 1990

Targeted Media:

Network Television

Good Morning America  
ABC World News This Morning  
Sunday Morning  
CBS Morning News  
CBS This Morning  
Today  
Sunday Today  
MacNeil/Lehrer News Hour  
Cable News Network

Local Programs (New York)

ABC Eyewitness News  
Live at Five  
CBS News Reports  
News 4 New York  
WNYC Cityscope  
WNYC Eye on Dance  
Good Day New York  
Fox News at Seven

Art

Art & Auction  
Art in America  
Artnews  
Art/World

Travel

Conde Nast Traveler  
Endless Vacation  
Travel-Holiday  
Travel & Leisure

Other

Glamour  
Vanity Fair  
Details  
New York Magazine  
The New Yorker  
Elle  
Vogue  
Harper's Bazaar

Newspapers

The New York Times  
The Wall Street Journal  
New York Post  
New York Daily News  
Newsday  
Newark Star Ledger  
Boston Globe  
Washington Post  
Washington Times  
Baltimore Sun  
USA Today

Also Spanish-language magazines and newspapers

Syndicated Newspaper Magazines

Parade  
USA Weekend  
Vista  
International Herald Tribune  
Christian Science Monitor  
Gannett Newspapers

Syndicated

Live With Regis and Kathy Lee

Spanish

Tiempo (ABC)  
Visiones (NBC)  
Channel 47  
Channel 41

Boston

WBZ-Live on 4  
WNEV-News  
WNEV-Revista

Washington, D.C.

WHMM-Evening Exchange  
WJLA-News  
WRC-News  
WTTG-Ten O'Clock News  
WUSA-Eyewitness News

Feature Syndicates and News Services

AP Newsfeatures  
Columbia Features  
Entertainment News Calendar  
Entertainment News Syndicate  
Gannett News Service  
Global Information Network  
King Features Syndicate  
The Social Calendar  
United Feature Syndicate  
Universal Press Syndicate

Radio

National Public Radio  
WABC-AM  
WCBS-AM  
WINS-AM  
WNYC-AM  
WOR-AM

Also Spanish, Boston, Wash., D.C., Conn., L.I., New Jersey

Magazines (National)

Time  
Newsweek  
U.S. News & World Report  
Connoisseur  
Town & Country

## 2. VIDEO NEWS RELEASE

Objective: To create television awareness in important regional markets across the country of Mexico's unique cultural contributions.

GCI will support the message put forth, on a national level, by the Time Magazine special supplement on Mexico through a specially produced 90-second television news segment.

Our VNR will convey the message, "A New Mexico," highlighting Mexico's active, vital culture and past and present strides in music, dance, sculpture, painting, drama and film.

We will research and write the script, and work with Mexico to select appropriate spokespeople during October. In November we will produce and distribute the news segment for airing during December and January.

Past experience indicatates that we will be able to place the Mexico VNR on 60 to 80 affiliate news stations across the country.

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