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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 Howard J. Rubenstein Associates, Inc. 1345 Avenue of the Americas, New York, NY 10105		2. Registration No. 4778
3. Name of foreign principal The State of Israel	4. Principal address of foreign principal	

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. Consul's office in New York City
- b) Name and title of official with whom registrant deals. Colette Avital

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,

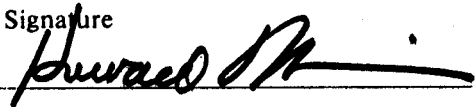
a) State the nature of the business or activity of this foreign principal

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.)*

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.

Date of Exhibit A March 4, 1993	Name and Title Howard J. Rubenstein 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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Name of Registrant	Name of Foreign Principal
Howard J. Rubenstein Associates, Inc.	State of Israel

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.

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

Howard J. Rubenstein Associates, Inc. is to provide publicity, event advice and outreach to the African-American and Hispanic communities in order to strengthen the understanding with these communities. We will use press releases, letters, direct phone calls, contact with media to achieve these goals.

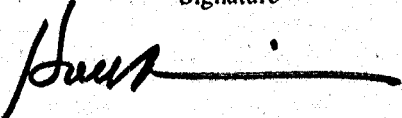
5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

We will help to identify the individuals and organizations; communicate with them; establish meetings and publicize the areas of mutual understanding among these groups.

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.

We will possibly communicate directly, by mail, phone, meetings, invitations with local New York City and State officials, as well as with Federal officials (Congress and Senate) to seek closer relationships and better understanding between the Israel government and the African-American and Hispanic Communities, better race relations, stronger economic ties and understanding, as well as cultural interchanges will be sought.

Date of Exhibit B	Name and Title	Signature
March 4, 1993	Howard J. Rubenstein President	

<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.

**HOWARD J. RUBENSTEIN ASSOCIATES, INC.**

PUBLIC RELATIONS

March 8, 1993

Honorable Colette Avital  
Consul General  
The State Of Israel  
800 Second Avenue  
New York, NY 10017

Dear Ambassador Avital:

The person on my staff who will be assigned to deal with you and your staff on a daily basis is:

Pamela Julias  
(o) 489-6900  
(h) 203-357-7932

Her biography is attached.

She will be backed up by:

Nancy Haberman, Director of our Media Department, and others on my staff including Sy Schwartz and Steven Rubenstein, if needed.

**THE SERVICES TO BE PROVIDED:**

- Assistance with publicity in the mass media, as well as with African American and Hispanic media. We will work closely with your internal staff.
- Outreach to various individuals and groups in the African-American and Hispanic communities, organizing meetings and events that we agree upon.
- Assistance with your cultural events; i.e. Soul Music Festival; Cultural Center plans; New York-Jerusalem Festival, etc.
- Assistance in outreach to the business community of New York, if needed: Association for a Better New York; New York City Business Partnership.

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## ACTIONS TO BE UNDERTAKEN:

(A) 1. We suggest a meeting with representatives of the following African-American groups:

- 100 Black Men
- 100 Black Women
- The Greater Harlem Chamber of Commerce
- New York Urban Coalition
- NAACP Legal Defense Fund
- The African-American legislators.
- American Baptist churches
- Caribbean American Chamber of Commerce
- Medgar Evers College
- New York Urban League
- Association of Black Charities

### Agenda with these groups:

- Discussion of cultural program.
- Business-related agenda.
- Organized visits to Israel.

2. Establish periodic meetings with these individuals.  
Encourage them to invite you to their meetings, if pertinent.

(B). Hispanic Media:

- El Diario
- Noticias Del Mundo
- WNJU-TV
- WXTV-TV
- WADO-Radio

Meet owners/editors of these outlets. Discuss common interests.

**(C). African-American Media**

- **Amsterdam News.**
- **The City Sun**
- **WLIB/Inner City Broadcasting.**
- **Big Red News**
- **Black American**
- **Carib News**
- **New York Daily Challenge**
- **New York Recorder**
- **New York Voice**
- **National Black Network Radio**
- **Black Radio Network**
- **WBLS Radio**
- **WRKS Radio**
- **Essence Magazine**

Meet ownership separately to establish better understanding.

**(D). City of New York:**

- **Political outreach should continue with:**
  - **Mayor**
  - **Possibly other nominees for the position of Mayor (i.e. Rudolph Giuliani).**
  - **Cultural affairs Commissioner**
- **Governor**
- **Speaker of the New York City Council.**

**(E). Soul Music Festival**

1. **Assist with planning and publicity.**

**(F). Israel Culture Center**

1. **Assist with planning and publicity.**
2. **Meet heads of New York City Cultural institutions.**

(G). Study grants City may make available for cultural activities (City Budgets now are quite restricted).

(H). August: International Festival

1. Assist with relationships, program and publicity.

(I). Trips to Israel of prominent personalities: i.e. - Mayor, (May); Jesse Jackson, and others; Rap group to Israel.

1. Assist with communications with them and their staffs.
2. Publicity in New York.

(J). Organize dinners at home of the Consul

- (a). Lists of invitees.
- (b). Help set dates.

(K). Contact with the Cardinal, if needed.

(L). Potential Javits Center Event

- (a). Planning.
- (b). Outreach to organizations seeking support for your concept.
- (c). Discussion with organizers of the Israel Day Parade.

(M). Periodic planning meetings with Consul Avital and staff.

Thank you.

Sincerely yours,



Howard J. Rubenstein

HJR:mjp  
Enc.



# HOWARD J. RUBENSTEIN ASSOCIATES, INC.

PUBLIC RELATIONS

## HOWARD J. RUBENSTEIN

President, Howard J. Rubenstein Associates, Inc.

Howard J. Rubenstein founded his public relations company in 1954. Today, Howard J. Rubenstein Associates, Inc. is recognized as one of the nation's leading firms specializing in real estate, community relations, civic, education, non-profit and urban affairs, business and finance.

Mr. Rubenstein, an attorney, is a former member of the New York City Commission on the Status of Women and is co-chairman of the New York Holocaust Memorial Commission; a member of the New York City Sports Commission Foundation and the Advisory Commission of the City of New York Department of Telecommunications and Energy.

Previously, he had been Assistant Counsel to the House of Representatives Judiciary Committee; Consultant to the Foreign Claims Settlement Commission of the United States and advisor to The Small Business Administration, Eastern Region. He currently serves as a trustee of the New York Urban Coalition, the Alliance for the Arts, the March of Dimes New York Chapter, the Central Park Conservancy and the Police Athletic League.

The firm's clients include UJA/Federation, Yeshiva University, the Association for a Better New York, New York University, Rupert Murdoch, the Rudin Family, the Real Estate Board of New York, Dillon Read, SONY Entertainment, Chemical Bank, the New York Post, Capital Cities/ABC and McDonald's. In 1992, he received the Ellis Island Congressional Medal of Honor.

Mr. Rubenstein is a Phi Beta Kappa graduate of the University of Pennsylvania (1953). He received his law degree from St. John's University School of Law (1959), (night school). He graduated first in his class. In 1990 he received an Honorary Doctor of Laws Degree from St. John's University.

He is listed in "Who's Who in America" and resides in Manhattan with his wife, Amy. They have three children: Roni, an Assistant District Attorney in Robert Morgenthau's office; Richard, a public relations executive in the Rubenstein Company; and Steven, an account executive with the firm.

## **Pamela Julias, Senior Vice President**

Pamela Julias' professional career has centered on corporate communications strategic planning, encompassing all aspects of public relations, governmental affairs and community relations. Prior to joining the firm, she was Director of External Affairs for Browning-Ferris Industries Northeast region, an international solid waste corporation. She developed the crisis management program for that region and was actively involved in all development activities for the region.

Prior to that she served as Assistant Director of Government and Public Affairs for the Massachusetts Port Authority where she worked closely with local state and federal legislative groups and the national media.

She has served as a member of the advance team, the press team and the field organizations for several gubernatorial campaigns and two national presidential campaigns. She has extensive background in education and not-for-profit organizations from her experience as a teacher and as educational administrator/public relations specialist at the Boston Museum of Fine Arts, the USS Constitution and the Whale Discovery Center.

Pamela Julias has a BA from Gordon College, an MA from Salem State College and has completed course work toward an MBA at Boston University.

## **Sy Schwartz, Executive Vice President**

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Sy Schwartz joined the firm in 1960. He is an alumnus of Long Island University, where, after Army service in Korea, he was assistant public relations director. He subsequently was news director at Yeshiva University and publicity manager at Public Information Associates, a New York advertising agency.

Mr. Schwartz has lectured on public relations at the State University of New York, and at New York University's School of Continuing Education. He is a member of the George Polk Memorial Awards Committee at Long Island University.

**Nancy Haberman, Executive Vice President/Media Director**

**Nancy Haberman is the Director of the Media Department.**

**She has across-the-board experience in all areas of media and is particularly strong with print and television placements. She enjoys continual success with hard news stories, general features and lifestyle stories. The department has arranged thousands of articles in business and financial media, and has organized hundreds of national media tours.**

**Nancy Haberman began her career as a desk assistant and editorial clerk at the New York Post. Prior to joining the firm in 1979, she spent several years in the tradebook division of Harper & Row.**

**HOWARD J. RUBENSTEIN ASSOCIATES, INC.**

PUBLIC RELATIONS

March 8, 1993

Ambassador Colette Avital  
Consul General  
State of Israel  
800 Second Avenue  
New York, NY 10017

Dear Colette:

I am pleased to confirm our understanding whereby the State of Israel retains Howard J. Rubenstein Associates, Inc., as your public relations counsel beginning March 1, 1993 at a monthly fee of \$2,500.00. At the end of each billing period either party may give thirty days' notice to cancel the agreement.

It is also understood that you will pay all out-of-pocket expenses. These may include postage, xerox, telephone, messengers, photography, printing, etc. Any individual expense in excess of \$100 will be approved by you in advance.

As part of our public relations services, we will seek to publicize and project the State of Israel in a positive and constructive way.

Specifically, we will advise you about your outreach program to the African-American and Hispanic communities. We will help you to expand your relationship and communications in this area.

We will provide you with counsel and guidance to enhance Israel's image as a vital democracy.

By execution of this retainer, you hereby also agree to indemnify, hold harmless and defend us against any liability whatsoever, based upon our utilization of any information furnished by you to us, which we have your permission to use.

If this letter outlines our understanding, please sign a copy and return it to me with your first month's retainer fee.

continued.....

-2-

I have enclosed a bill for your convenience.

I look forward to a long and mutually productive relationship.

Sincerely yours,



Howard J. Rubenstein  
President

DATE: \_\_\_\_\_

ACCEPTED BY: \_\_\_\_\_

\_\_\_\_\_  
Enclosures  
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