

**REVISED**

**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.

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 .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
Agnew, Carter, McCarthy, Inc.	Bremen Business International

Check Appropriate Boxes:

1.  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.
2.  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.
3.  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.

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 DEPT. OF JUSTICE  
 CRIMINAL DIVISION  
 FEB 2 1993  
 INTERNAL SECURITY  
 REGISTRATION UNIT

Agnew, Carter, McCarthy, Inc. provided services to Bremen Business International of Bremen, Germany which essentially consisted of coordinating of media relations nationally and in the Boston market for a five-day, five-city tour (Boston, Dallas, Denver, Los Angeles and Toronto) by German economic development leaders to encourage companies here to expand their businesses into Germany.

**REVISED**

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

See attached final report.

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
Submission date: 1/30/95	Carolyn L. Collins Vice 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.



3 June 1993 (revised 16 June)

Herr Bernd Linke  
Bremen Business International  
Birkenstrasse 15  
2800 Bremen 1 Germany

Dear Herr Linke:

We are most enthusiastic about our forthcoming assignment. As requested, this letter summarizes the arrangement under which Agnew, Carter, McCarthy, Inc. (ACM) will provide public relations counsel and services to the Economic Development Institutions of the German Lander (EDIGL).

The financial arrangement will be as follows:

The professional fee to be paid to ACM by EDIGL is \$39,500 in U.S. dollars and will be paid in three installments: July 1, 1993, \$13,200; September 1, 1993, \$13,200; and October 1, 1993, \$13,100.

In addition to the above professional fee, the EDIGL will reimburse ACM for any EDIGL-authorized outside suppliers' costs such as advertising, printing and photography incurred on behalf of the EDIGL. These costs are not to exceed \$2,000 in U.S. dollars.

All invoices from ACM are payable in U.S. dollars within 30 days.

ACM will maintain and provide accurate records of all staff time worked and all suppliers' costs and out-of-pocket expenses incurred on behalf of the EDIGL and will be prepared to supply any supporting details required by the EDIGL.

The EDIGL agrees to indemnify and hold harmless ACM from and against all losses, claims, damages, expenses, or liabilities which ACM may incur based upon information, representations, reports or data furnished us by the EDIGL to the extent such material is furnished or prepared or approved by the EDIGL for use by ACM.

This agreement begins on June 1, 1993 and ends on October 1, 1993.

Either party has the right to terminate this agreement upon 30 days' written notice.

AGNEW, CARTER, MCCARTHY, INC.  
Public Relations/Public Affairs/Marketing Communications  
Partner, Pinnacle Worldwide  
777 Berkeley Street, Boston, Massachusetts 02116  
617/437-7722 Fax 617/267-9801

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3 June 1993 (revised 16 June)

In addition to you, Corinna Sager of Lifestyle Productions is authorized by the EDIGL to give direction and/or approve costs and activities on behalf of the EDIGL to ACM.

Please sign, date and return one copy of this agreement to us.

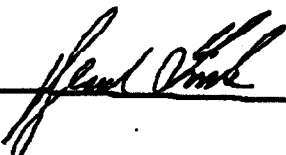
Herr Linka, we are delighted to be working with you and the EDIGL. You have our assurance of our very best efforts on your behalf.

Sincerely,

AGNEW, CARTER, MCCARTHY, INC.

BY  DATE 6.16.93

Accepted for the ECONOMIC DEVELOPMENT INSTITUTIONS OF THE GERMAN  
LANDER:

BY  DATE 13. July 1993

enc

**BREMEN BUSINESS INTERNATIONAL  
1993 NORTH AMERICAN TOUR**

**FINAL REPORT**

**BREMEN BUSINESS INTERNATIONAL  
BUSINESS OPPORTUNITIES IN THE NEW EUROPE  
NORTH AMERICAN TOUR: SEPTEMBER 27 - OCTOBER 1**

**PUBLIC RELATIONS PROGRAM**

**FINAL REPORT**

**SITUATION ANALYSIS**

Trade delegates from 16 German Lander visited the United States September 27 - October 1, as part of a five-city North American tour to encourage Canadian and U.S. companies to expand their businesses into Germany, the Gateway to the "New Europe."

The tour stopped in Boston, Toronto, Dallas, Denver and Los Angeles. The presentations in each city included success stories from business leaders who have profited from expansion in Germany.

Agnew, Carter, McCarthy coordinated media relations nationally and in the Boston market. Pinnacle Worldwide partners were retained to manage media in their local cities.

**CONDITIONS**

The tour was intensive, covering five cities in five days. This rigorous schedule allowed very limited time for interviews which needed to be conducted either immediately prior to the afternoon presentations or following the event. Television coverage was not pursued per the request of German delegations. Although the early evening time was not ideal for media coverage, Agnew, Carter, McCarthy and its Pinnacle partners were able to secure coverage in each city.

## **PUBLICITY**

### **Public relations efforts included:**

- **Researched and wrote press kit materials (see attached). Coordinated edits and approvals with B. Linke and C. Sager.**
- **Researched and identified appropriate local and national media. Customized database to include:**
  - **automobile**
  - **computer and data processing**
  - **electronics**
  - **optical**
  - **telecommunications industry trade publications.**
- **Developed story ideas and angles. Pitched media for coverage of German tour, including:**
  - **industry trade publications**
  - **local broadcast**
  - **local newspapers**
  - **national publications.**
- **Researched and interviewed local "success story" speaker in each city as background for media pitches.**
- **Coordinated efforts of Pinnacle partners in each city, including:**
  - **distribution of press materials**
  - **counsel for appropriate German spokespersons**
  - **collection of media placements.**
- **Monitored news media for news clips on appropriate articles of interest which could affect tour presentations (ie: Magna International's acquisition of German holding announcement on September 27). Distributed clips to delegates. Advised delegates on possible questions and issues from news media/event attendees.**
- **Discussed press opportunities with delegates at each city. Counseled delegates on press backgrounds and interests. Coordinated interview times and places between delegates and media.**
- **Provided delegates with media updates and status reports throughout tour.**
- **Managed media at each city, including:**
  - **media check-in**
  - **coordinating interviews**
  - **conducting follow-up phone conversations with reporters**
  - **distribution of press kits**
  - **forwarding additional information if requested.**

## **RESULTS**

Through well written and targeted press kit materials, backgrounders and local "success story pitches," Agnew, Carter, McCarthy and its Pinnacle partners were able to secure media coverage of the 1993 German North American tour in each city and national trade publications, promoting opportunities for U.S. and Canadian companies to expand their business into Germany and increase awareness of Germany as a strong economic country.

Coverage secured in each city of the tour included:

### **BOSTON**

**WCRB-FM, Boston**

Interviewed U. Martens-Jeebe September 27. Interview aired September 27 at 5:59 pm.

**CHRISTIAN SCIENCE  
MONITOR**

Interviewed R. Murray of Gillette, B. Linke, K. Zahn, E. Pratley and P. Weichhardt September 27. Article on German States tour appeared in October 12 issue.

The following publications have received the release with a photograph and will use the materials based on space availability. We will continue to monitor these papers and forward clips as they become available:

**BACK BAY NEWS, Boston  
COHASSET MARINER, Boston  
LEXINGTON MINUTEMAN, Boston.**

### **TORONTO**

**680-NEWS/CFTR-AM, Toronto**

Interviewed B. Linke September 28. Interview aired October 2 at 12:33 pm.

**MACLEAN'S MAGAZINE**

Interviewed F. Stronach, Magna International and B. Linke and U. Martens-Jeebe September 28. Interviews scheduled to appear in future articles on 1) Magna International and/or 2) changing political and business conditions in Eastern Europe.

**FINANCIAL POST**

Media kits on file for possible future use. Will monitor publication for any reference.

The following media attending the Toronto presentation, but covered only Frank Stronach's speech:

**CBC-AM RADIO "Metro Morning"  
REUTERS LIMITED CANADA  
SOUTHAM NEWS.**



The following media attended the Toronto presentation and plan on writing an article for future use. We will continue to monitor these publications and forward clips as they become available:

HANDELSBLATT  
GERMAN FOREIGN INFORMATION OFFICE  
RULAND COMMUNICATIONS.

**DALLAS**

KLIF-AM, Dallas                      Interviewed B. Linke October 4. Interview aired on "The Norm Hitzges Show" October 4 at 6:00 am and 8:00 am.

DALLAS BUSINESS JOURNAL            Interviewed B. Linke September 30 and R. Bischof November 8. Article scheduled to appear the week of November 8.

FT. WORTH STAR-TELEGRAM            Interviewed F. Breuer September 29. Article to run based on space availability.

DALLAS MORNING NEWS                Article previewing the Dallas presentation ran in "Business Day" column on September 29.

KRLD-AM, Dallas                      Interviewed B. Linke September 29. Interview aired on KRLD News, September 29 at 2:25 pm.

**DENVER**

KOA-AM, Denver                      Interviewed B. Linke September 30. Interview aired on "The Keith Weinman Business Update," September 30 between 6:00 am - 9:00 am.

DENVER POST                          Interviewed B. Linke September 30. Article on the German economy and business outlook scheduled to appear in a future issue.

ROCKY MOUNTAIN NEWS                Interviewed R. Bischof September 30. Article on Eastern Germany's economy and German States tour ran in October 1 issue.

FT. COLLINS COLORADOAN            Interviewed R. Bischof September 30. Business cover story on locating business in Germany and German States tour ran in October 4 issue.

## LOS ANGELES

### LA TIMES

Interviewed D. Reichardt, Allergan and R. Bischof October 1. Business cover story on the German market for US medical firms ran in October 17 issue.

### KFWB-AM, Los Angeles

Interviewed B. Linke October 1. Two different interview segments ran on October 1 at 6:10 pm and 6:58 pm. The segments were repeated on an additional twelve newscasts on October 1.

### KMNY-AM, LA

Conducted and aired a live interview with K. Zahn on October 4 at 7:25 am.

## TRADE MEDIA

### ELECTRONIC BUSINESS

Interviewed W. Hübenthal, F. Breuer, and U. Martens-Jeebe September 27 for an article to be placed at a future date. Will monitor publication for any reference.

### ELECTRONIC ENGINEERING TIMES

Interviewed F. Wenninger of Iomega, U. Martens-Jeebe and R. Bischoff September 30. Interviews to be included in a December article on a roundup of international business, including the economic conditions in Europe.

### EYECARE BUSINESS

Mentioning tour and D. Reichardt's (Allergan) participation in December issue.

### PHOTONICS SPECTRA

Reporter Conard Holton will be visiting Thuringen in November and was interested in speaking with the Thuringen delegates about lasers, fiber optics and imaging and the U.S. companies in Germany involved in these fields. Holton interviewed R. Bischof for this background information, due to our tour publicity efforts.

### WARD'S AUTO WORLD

Interviewed F. Stronach, Magna International and F. Breuer September 30. Article scheduled to appear in December 1993 issue.