U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to Section 2 of the Foreign Agents Registration Act of 1938, as amended

OMB NO. 1105-0002

For Six Month Period Ending AUG 31 2001
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

KAREN WEINER ESCALERA ASSOCIATES, INC.

(b) Registration No.

5412

(c) Business Address(es) of Registrant

125 MAIDEN LANE, 3RD FLOOR
NEW YORK, NY 10038

2. Has there been a change in the information previously furnished in connection with the following:

(a)	If an individual:		
	(1) Residence address	Yes ☐	No ☐
	(2) Citizenship	Yes ☐	No ☐
	(3) Occupation	Yes ☐	No ☐
(b)	If an organization:		
	(1) Name	Yes ☐	No ☒
	(2) Ownership or control	Yes ☐	No ☒
	(3) Branch offices	Yes ☐	No ☒

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C[1], state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

1 The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (a waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☒

If yes, identify each such person and describe his service.

(b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated

(c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal *Date of termination*

8. Have you acquired any new foreign principal[2] during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish following information:

Name and address of foreign principal *Date acquired*

9. In addition to those named in Items 7 and 8, if any, list foreign principals[2] whom you continued to represent during the 6 month reporting period.

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10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A[3] Yes ☐ No ☐
Exhibit B[4] Yes ☐ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)
3 The Exhibit A, which is filed on form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.
4 The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets fourth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

See our Insert A

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity[5] as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places, of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

5 The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any 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 political or public interests, policies, or relations of a government aforeign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) **RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies[6]

Date	From Whom	Purpose	Amount
SEE OUR INSERT B			
			$453,750.00
			Total

(b) **RECEIPTS - FUND RASING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fund raising campaign[7], any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____.

(c) **RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value[9] other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal?
Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)
8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.
9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount

See our Insert B

$138,066.09

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value[10] other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose

(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value[11] in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials[12]?
Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

MEXICO CITY TOURISM AUTHORITY

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

☒ Radio or TV broadcasts
☒ Magazine or newspaper articles
☐ Motion picture films
☐ Letters or telegrams
☐ Advertising campaigns
☒ Press releases
☐ Pamphlets or other publications
☐ Lectures or speeches
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

☐ Public Officials
☐ Legislators
☐ Government agencies
☒ Newspapers
☒ Editors
☐ Civic groups or associations
☐ Libraries
☐ Educational institutions
☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:
☒ English ☒ Other (specify) SPANISH

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
Yes ☐ No ☒

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI--EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)	(Type or print name under each signature[13])
	Karen W. Escalera 5/15/02
	KAREN WEINER ESCALERA

13 This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials - page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

YES X **or NO**_____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES_____**or NO**_____

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

/s/ _____ 5-8-02
Signature *Date*

Dondi DeMarco
Please type or print name of signatory on the line above

Director of Administration & HR
Title

INSERT A

MEXICO CITY MARCH 2001 MONTHLY REPORT

INITIATIVE	ACTIVITY	STATUS/DEADLINE
GENERAL NEWS BUREAU		
I Releases:		
News "Shorts"	• Distributed release to travel and hotel trades.	• Complete
Semana Santa	• Distributed release to short-lead newspapers and internet sites.	• Complete
Cooking Classes/Cuisine News	• Distributing release.	• Pending
Jumex	• Drafting release.	• Pending
Hotel Packages	• Drafting release.	• Pending
Russian Ballet	• Drafting release.	• Pending
Tianguis Update	• Drafting release.	• Pending
II Story Placement		
Jane Lasky, *Daily Herald* (Indiana)	• Story on restaurants appeared in various editions throughout Indiana on January 21st, 2001.	• Complete
Santa Barbara News Press (CA)	• Boutique hotels mentioned in "This and That" column in January 28th, 2001 issue.	• Complete
Doctor's Review (Montreal, CAN)	• Story on Habita appeared in February 2001 issue.	• Complete
Larry Bleiberg, *Dallas Morning News*	• Story on boutique hotels syndicated to *Sun Herald* (Charlotte, FL)	• Complete

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Tim Weiner, *New York Times*	• "What's New in Mexico City?" syndicated to February 11th, 2001 issue of *Huron Daily Tribune* (Bad Axe, MI)	• Complete
Luaine Lee, *Scripps Howard News Service* (Press trip participant)	• Story appeared in February 18th issue of *Sunday Eagle-Tribune* (MA); February 25th issue of *Herald Sun* (Durham, NC) and March 18th issue of *Corpus Christi Caller-Times* (TX)	• Complete
Miguel Angel Vera, *La Raza* (Chicago, IL)	• Story on Mexico with a section dedicated to Mexico City appeared in February 18th, 2001 issue.	• Complete
Bruce Serlen, *Business Travel News* (Press trip participant)	• Story on hotels and tourism in Mexico City appeared in February 26th, 2001 issue.	• Complete
Ramon Inclan, *La Opinion* (Los Angeles, CA)	• Festival de Centro Historico mentioned in a music and entertainment column in February 28th, 2001 issue.	• Complete
Nan Chase, *United Airlines Hemispheres*	• Festival de Centro Historico listed in Calendar of Events.	• Complete
	• Sent information on bullfighting and Chapultepec Castle for future story placements.	• Complete
Joe Dolce, *Departures* (Press trip participant)	• Seven-page feature story on Mexico City museums, restaurants, hotels, art and architecture appeared in March 2001 issue.	• Complete

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Tamara Ikenberg, *Nylon* (Press trip participant)	• Story on various attractions and hotels in Mexico City appeared in March 2001 issue.	• Complete
John Newton, *Conde Nast Traveler*	• Story highlighting a day spent on Paseo del la Reforma in Mexico City appeared in March 2001 issue.	• Complete
Linda O'Keefe, *Metropolitan Home* (Press trip participant)	• Habita Hotel write-up appeared in the "Metro" column in March 2001 issue.	• Complete
Susann Tepperberg, *Physician's Travel & Meeting Guide*	• Story on museums appeared in March 2001 issue.	• Complete
National Geographic Traveker	• Story highlighting Mexico City as one of Mexico's top travel destinations appeared in March 2001 issue.	• Complete
United Airlines' Hemispheres	• Festival de Centro Historico listed in Calendar of Events.	• Complete
Elaine Glusac, *American Way* (American Airlines)	• Story on doing business in Mexico City appeared in March 1st, 2001 issue.	• Complete

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Jane Bussey, *Miami Herald* (Press trip partcipant)	• Story on Mexico City cuisine and full-length feature on Mexico City were syndicated to March 3rd issue of *Free Lance-Star* (Fredericksburg, WV), March 4th issue of *Times-News* (Erie, PA) and March 18th issue of *Press Democrat* (Santa Rosa, CA).	• Complete
	• Feature on Mexico City was also syndicated to March 4th issue of *Lexington Herald-Leader* (KY), *Macon Telegraph* (GA) and *News-Times* (Danbury, CT); and March 18th issue of *Tennessean* (Nashville, TN).	• Complete
Linda Duval, *Colorado Springs Gazette* (Press trip participant)	• Story syndicated to March 4th, 2001 issue of *Hartford Courant* (CT).	• Complete
Patricia F. Subdiaz, *La Opinion* (Los Angeles, CA)	• Story on Julieta Campos' appointment appeared in March 7th, 2001 issue.	• Complete
	• Sent slides of various sites in Mexico City, including Fine Arts Palace, Latin American Tower, Zocalo, Alameda, Revolution Monument, Chapultepec Castle and the lake, and the Cathedral for story placement in April 27th, 2001 issue.	• Complete

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Randy Kraft, *Morning Call* (Press trip participant)	• Story on the history of Mexico City appeared in March 11th, 2001 issue. • Feature story on Mexico City also appeared in March 11th, 2001 issue.	• Complete • Complete
Owen McDonald, *Travel Agent*	• Supplement "The Best of Mexico City" published with March 12th, 2001 issue.	• Complete
Robert Selwitz, *Business Travel News, Business Travel News Online*	• Story on meeting opportunities in Mexico City appeared in print and online issues on March 12th, 2001.	• Complete
Ellen Mellinkoff, *Los Angeles Times*	• Story on Semana Santa appeared in March 18th, 2001 issue.	• Complete
Fred Gebhart, *Meeting News*	• Story on meeting opportunities in Mexico City appeared in March 19th, 2001 issue.	• Complete
Maxine Cass, *TravelAge West*	• Story on Semana Santa appeared in March 26th, 2001 issue. • Arranged interview with Carlos Mackinlay for upcoming article.	• Complete
Jorge Sidron, *Travel Weekly*	• Stories on Chapultepec Castle and tourism facilities in Mexico City appeared in March 29th, 2001 issue.	• Complete

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Gregg Zoroya, *USA Today*	• Sent information on Teotihuacan for story on lucky places around the world to run on April 13th, 2001.	• Complete
Brian Alexander, freelance journalist	• Sent information on Mexico City for possible story placement.	• Complete
Richard Alleman, *Travel + Leisure*	• Sent Mexico City Chic and Boutique Hotels releases for possible story placement, along with information regarding individual press visits.	• Complete
Iris Brooks, freelance journalist	• Sent information on spas and hotels in Mexico City for possible story placement.	• Complete
Cara Clinton, *Leisure Travel News*	• Arranged interview with Carlos Mackinlay for story on tourism zones and the change in tourism last year.	• Complete
Bill Ecenbarger, freelance journalist	• Sent information on Mexico City for possible story placement.	• Complete
Sherri Eisenberg, *Travel Holiday*	• Sent recent press releases and press kit for upcoming story placement.	• Complete
Brenda Fine, *Travel Holiday*	• Sent press kit and information on Mexico City for possible story placement.	• Complete

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Valerie Gladstone, *Town & Country, The New Yorker*	• Sent information on art and culture in Mexico City for possible story placement.	• Complete
Andy Harris, *William Sonoma's TASTE*	• Pitched him on cuisine and various chefs and restaurants in Mexico City.	• Complete
	• Discussed possible upcoming visit.	• Complete
Alex and Caroline Littell, freelance writer/photographer	• Sent information on Festival de Centro Historico for possible story placement.	• Complete
Tara Mandy, *New York Magazine*	• Met and pitched information on Mexico City and Boutique Hotels release for possible story placement.	• Complete
Sherry Smith, freelance journalist	• Sent information on archaeology in Mexico City for possible story placement.	• Complete
Lisa Matte, *American Way* (American Airlines)	• Sent information on Casa de la Sirenas and a press kit for possible story placement.	• Complete
Steve Moorehead, *Orange County Register*	• Sent information on Mexico City for possible story placement.	• Complete
Susan Price-Root, freelance journalist	• Sent information on Mexico City for possible story placement.	• Complete

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Kate Sekules, *Food & Wine*	• Sent Boutique Hotels release and information on cuisine and restaurants in Mexico City for possible story placement.	• Complete
Fred Smith, freelance journalist	• Sent information on Mexico City for possible story placement.	• Complete
Jacqueline Swartz, *Chicago Tribune, Toronto Globe*	• Sent information on Mexico City for possible story placement.	• Complete
Lori Tenney, *Meetings West Magazine, TravelAge West*	• Sent information on Mexico City for story placement in May 2001 issue of *Meetings West Magazine*..	• Complete
	• Sent information for additional story placement in June 18th, 2001 issue of *TravelAge West.*	• Complete
Anya con Bremzen, *Travel + Leisure, Food & Wine*	• Sent information on cuisine and restaurants in Mexico City for possible story placement.	• Complete

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III Broadcast		
E! Entertainment Television	• Thirty-minute show aired on March 6th, 2001 featuring the Zocalo, Habita Hotel, Frida Kahlo's House and the Bazar Sabado.	• Complete
Mark Allen, *National Geographic Today*	• Pitched on Festival de Centro Historico and an interview with Julieta Campos on the current state of tourism in Mexico City.	• Complete
Charley Humbard, *Discovery en Espanol*	• Sent Festival de Centro Historico release and pitched on programming in Mexico City.	• Complete
Luis Estrada, *Aqua y Chocolate* (HTVN)	• Pitched on possible programming in Mexico City.	• Complete
Bay Area Backroads (KRON-TV, NBC-San Francisco, CA)	• Pitched on possible programming in Mexico City.	• Complete
Epicurious (Discovery Communications)	• Pitched on possible programming in Mexico City.	• Complete
Go For It (Discovery Communications)	• Pitched on possible programming in Mexico City.	• Complete

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IV Fam Trips		
March Press Trip: Canadian Writers	• Participants: Robert Beauchemin, *Voir Magazine* (Montreal); Serge Boudreau, *L'Express de Toronto;* Peter Cocker, *Stitches;* Paul Hourigan, *Hamilton Spectator;* Andre Lebel, *La Presse* (Montreal) and Mike Ross, *Sun Publications* (various daily newspapers throughout Canada.) • Anna Stancioff accompanied the group, March 8th – 11th, 2001.	• Complete
Dave and Jan Houser, photographers	• The Housers are the recipients of the Mexico City prize from the Society of American Travel Writers convention. They visited Mexico City March 15th – 24th, 2001.	• Complete
	• Arranged rental car options with Alejandro Watson at Avis.	• Complete
	• Worked with Manuel Montelongo to reserve Centro Historico tickets.	• Complete
	• Reviewing photography from their trip for Mexico City Tourism Authority purposes.	• Pending
Suzanne Murphy, contributor to *New York Post*	• Arranged March 23rd – 25th visit.	• Complete

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March Press Trip: Centro Historico	• Participants: Ron Butler, *Denver Post;* Lynn Ferrin, *San Francisco Examiner;* Elizabeth Harryman, *West Ways Magazine* (Los Angeles, CA); Michael Iachetta, *Choices Magazine;* Paul Lasley, *OnTravel Radio;* Monte Nereim, *Décor & Style;* and John Neubauer, *AAA Magazine.* • Fabiola Correa accompanied group March 29th – April 1st, 2001.	• Complete
Antoinette May, *Victoria, Country Living*	• Arranged April 1 – 4th, 2001 visit to research story on romantic places in Mexico City.	• Complete
	• Arranged accommodations at Casa Vieja and offered itinerary suggestions.	• Complete
Mayte Rodriguez, Mexico Traveler	• Arranged hotel room at Marco Polo and Marquis Reforma for individual press visit April 13th – 21st, 2001.	• Complete
John Neubauer, contributor to *AAA Magazine*	• Worked with Manuel Montelongo to get recent clips in order to obtain permits for individual press visit during Semana Santa.	• Complete
Michelle Richmond, contributor to *Hemispheres*	• Arranging a room at the JW Marriott for individual press visit April 19th – 21st, 2001.	• Pending

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V Quiz Shows		
	• First Mexico City placement aired on *The Price is Right* on March 5th, 2001.	• Complete
	• Mexico City placement aired on *Hollywood Squares* on April 11th, 2001.	• Complete
VI Hispanic Media Outreach		
Tourism Zones	• Distributed release.	• Complete
Julieta Campos/Carlos Mackinlay Appointment	• Translated and added release to Spanish press kits.	• Complete
VII Newsletter		
	• Worked with Oz Communication to create layout.	• Complete
	• Distributed newsletter to travel agents, tour operators, hotel executives, public relations agencies, Mexican embassies and consulates, embassies in Mexico City, U.S.-Mexican Chambers of Commerce, airline executives, offices of CNPT in North America, the Mexico Writers' Alliance and past press trip participants.	• Complete
VIII Database		
	• Worked with Media Distribution Services to create database for newsletter distribution.	• Complete
	• Updating database with attendees from the March presentation.	• Pending

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VIV March 29th Presentation to Fondo Mixto		
	• Wrote and designed Powerpoint presentation.	• Complete
	• Compiled list of marketing directors and director generals to invite from hotels, airlines and fondos mixtos.	• Complete
	• Invited people and provided them with time and location of presentation.	• Complete
	• Worked with Manuel Montelongo to secure room at Hacienda los Morales and made audiovisual arrangements.	• Complete
	• Karen Weiner Escalera delivered the presentation on March 29th, 2001.	• Complete
	• Fabiola Correa attended the presentation.	• Complete
	• Prepared clip books and copies of the presentation for distribution to the attendees.	• Complete
	• Prepared list of follow-up items requested by hoteliers.	• Pending

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X Radio News Release		
	• KWE drafted release and quote. • Arranged interview between Carlos Mackinlay and the Radio News Release representative. • Worked with Radio News Release representative to distribute release. • Obtained detailed report on the results of the release.	• Complete • Complete • Complete • Complete
XI B-Roll		
	• Sent Mexico City b-roll footage to Ed Neal of Ernst & Young for use in a video on Latin America and Mexico to be shown at their Retired Partners Meeting on May 9th, 2001.	• Complete
XII Crisis Management		
	• Continued monitoring news services on a daily basis.	• Complete

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INITIATIVE	ACTIVITY	STATUS/DEADLINE
GENERAL NEWS BUREAU		
I Releases:		
Cooking Classes/Cuisine News	• Distributed release to travel editors at newspapers with circulation over 100,000, consumer travel, wine and food magazines, trade publications, the Mexico Writers' Alliance and SATW writers with an interest in food.	• Complete
Jumex	• Distributed release to cultural and art editors at newspapers with circulations over 100,000, art, cultural and travel consumer magazines, the Mexico Writers' Alliance and SATW writers with an interest in art.	• Complete
Tianguis Update	• Distributed release to press who attended Tianguis and the Mexico Writers' Alliance.	• Complete
Hotel Packages	• Drafting release.	• Pending
PATA	• Drafting release.	• Pending

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II Story Placement		
Arlington Heights Journal, Elk Grove Journal (Des Plaines, IL)	• Story on Dr. Ruth Lechuga Museum appeared in February 1st, 2001 issues.	• Complete
Michelle Richmond, *The Middletown Press* (Middletown, CT) (Press trip participant)	• Story appeared in February 8th, 2001 issue.	• Complete
Heidi Waldrop Bay, *Successful Meetings*	• Story on meetings in Mexico City appeared in March 2001 issue. • Story on Exhibimex appeared in April 2001 issue.	• Complete
Jane Bussey, *Miami Herald* (Press trip participant)	• Story on the positive changes in Mexico City appeared in the March 18th issue of *Gazette* (Colorado Springs, CO); March 24th issue of *The National Post* (Don Mills, Ontario) ; April 15th issue of *News-Press* (Fort Myers, FL) and the April 22nd issue of the *Rochester Democrat & Chronicle* (Rochester, NY).	• Complete
Luaine Lee, *Scripps Howard News Service* (Press trip participant)	• Story on what's new in Mexico City syndicated to the March 4th, 2001 issue of *Beaumont Enterprise* (Beaumont, TX); March 25th, 2001 issue of *Anderson Independent-Mail* (Anderson, SC) and the April 1st, 2001 issues of *Abiliene Reporter-News* (Abilene, TX), *Boca Raton News* (Boca Raton, FL), *Daily News Journal* (Mufreesboro, TN) and *Livingston County Daily Press* (Livingston, MI).	• Complete

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John Neubauer, *The Plain Dealer* (Cleveland, OH) (Press trip participant)	• Story on Semana Santa appeared in March 25th, 2001 issue.	• Complete
Vera Vida, *Patriot Ledger* (Quincy, MA) (Press trip participant)	• Story appeared in March 31st, 2001 issue.	• Complete
Association News	• Story on Meetings in Mexico City website appeared in April 2001 issue.	• Complete
Robin Lynam, *Hemispheres* (United Airlines)	• Story on Semana Santa appeared in April 2001 issue.	• Complete
Meetings West	• Story on Julieta Campos' appointment appeared in the April 2001 issue.	• Complete
Guillermo de la Corte, *Nexos* (American Airlines) (Press trip participant)	• Story appeared in April-June, 2001 issue.	• Complete
PR Newswire	• Story on Semana Santa appeared on the news service on April 4th, 2001.	• Complete
	• Story appeared on the following websites between April 4th – 5th, 2001: *Altavista, Excite, Nabour.com, News Alert,* and *Finance.com.*	• Complete

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Mike Ross, *Edmonton Sun* (Edmonton, Alberta, Canada) (Press Trip participant)	• Stories on history and culture in Mexico City appeared in April 7th, 2001 issue.	• Complete
Karen Klager, *Chicago Tribune Sunday Magazine*	• Story on Frida Kahlo Musuem appeared in April 8th, 2001 issue.	• Complete
Sunday Denver Post	• Story on Chapultepec Castle appeared in April 8th, 2001 issue.	• Complete
UrbanMozaik.com	• Story on Dr. Ruth Lechuga Museum appeared on the webiste on April 10th, 2001.	• Complete
Gregg Zoroya, *USA Today*	• Story on lucky places around the world, including Teotihuacan, appeared in April 13th, 2001 issue.	• Complete
Randy Kraft, *The Morning Call* (Allentown, PA) (Press trip participant)	• Story appeared in April 15th, 2001 issue.	• Complete
La Prensa San Diego	• Story about the tourism corridors appeared in April 20th, 2001 issue.	• Complete
Lori Tenney, *Meetings West, TravelAge Westt*	• Sent additional Mexico City information for story placement in May 2001 issue of *Meetings West* and for June 18th, 2001 "Mexico Business Guide" issue of *TravelAge West*..	• Complete

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Sara Weir, *Travel World News*	• Sent press releases on Mexico City for possible story placement in May 2001 issue.	• Complete
Matt Estevez, *Latin Trade Magazine*	• Arranged interview with Carlos Mackinlay for *Latin Trade Magazine* but did not take place due to a scheduling conflict.	• Complete
Lynn Ferrin, *Dallas Morning News, San Francisco Chronicle, San Francisco Examiner* (Press trip participant)	• Provided information about Teotihuacan for possible story placement.	• Complete
Jay Godwin, *Austin-American Statesman*	• Sent slides and press kit for possible story placement.	• Complete
Laura Hilgers, freelance journalist	• Provided information on the shoe museum in Mexico City for possible story placement in U.S. national women's magazines.	• Complete
Cheryl Leas, *Continental Airlines Magazine*	• Sent press kit for possible cover story on architectural attractions in Mexico City.	• Complete
Madeline Marr, *Forbes FYI, Four Seasons Hotels Magazine*	• Sent Boutique Hotels, Mexico City Chic and Culinary "Shorts" releases for possible story placement.	• Complete
Suzanne Murphy, *New York Post, freelance journalist* (Press Trip participant)	• Provided information on tour guides and markets for possible story placement.	• Complete

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Larry Olmstead, *American Way* (American Airlines) (Press trip participant)	• Provided additional information for article on Colonia Condesa.	• Complete
Judy Price, *Avenue*	• Sent press kit and recent press releases for possible story placement.	• Complete
Veronica Pftizki, freelance journalist	• Sent a press kit as per client's request for a possible story placement.	• Complete
Liz Seymour, *Hemispheres* (United Airlines), freelance journalist (Press trip participant)	• Provided information on museums in Mexico City for possible story placement.	• Complete

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III Broadcast		
Mary Andrade, *CNN en Espanol* (Press trip participant)	• Piece on Day of the Dead aired on November 2nd, 2000.	• Complete
Food Network	• Program aired on April 29th, 2001 to over 50 million viewers worldwide.	• Complete
	• Program has aired twice after initial airing and is scheduled to run again.	• Complete
	• KWE will obtain copy of the show and forward to client.	• Pending
The Weather Channel	• Sent information on Mexico City and possible story ideas for Fall 2001.	• Pending
Marquita Pool, *CBS Sunday Morning*	• Pitched on possible story on Mexico City and the Frida Kahlo Museum.	• Complete
IV Fam Trips		
April Press Trip: Culinary	• Participants: Melanie Reffes, *World Travel Radio;* Hardy Haberman, *Epicurean;* Jennifer Haas, *Jezebel;* Mary Mihaly, *Attache* and Linda Nathan, *Conde Nast Business Traveler Supplement.* • Katie Barr accompanied the group, April 26-29, 2001.	• Complete
John Neubauer, contributer to *AAA Magazine*	• Provided additional information regarding permits while he was in Mexico City.	• Complete
Dave Swanson, freelance journalist	• Arranged guide for a day-trip to Mexico City.	• Complete

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V Quiz Shows		
	• Mexico City placement aired on Hollywood Squares on April 11, 2001. • Mexico City placement aired on *Live with Regis & Kelly* on April 18, 2001. • KWE will obtain copy of broadcasts and mail to client.	• Complete • Complete • Pending
VI Hispanic Media Outreach		
Tianguis	• Distributed release to Hispanic media.	• Complete
Jumex	• Translating release.	• Pending
VII Database		
	• Updated database with attendees from the March presentation. • Updated database with attendees from Tianguis.	• Complete • Complete

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VIII Presentations		
	• Together with Manuel Montelongo, made all arrangements for a luncheon presentation to members of the Fondo Mixto on March 29th, 2001 at the Hacienda de los Morales.	• Complete
	• Gave presentation and hosted lunch.	• Complete
	• Distributed a book of highlights of clippings to attendees.	• Complete
	• Prepared list of follow-up items requested by hoteliers.	• Complete
	• Sent requested follow-up items to hoteliers: copies of database, specific magazine articles, etc.	• Complete

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VIV Tianguis		
	• Coordinated delivery of press kits to participants on pre-Tiangus press trip.	• Complete
	• Wrote answers to most frequently asked questions about Mexico City to distribute to directors of Consejo offices worldwide.	• Complete
	• Wrote speech for Dra. Julieta Campos for press conference on April 23, 2001.	• Complete
	• Worked with Fleishman-Hillard and Mexico City team on coordinating arrangements for press conference.	• Complete
	• Karen Weiner Escalera and Katie Barr attended Tianguis, April 20-25th, 2001.	• Complete
X Meetings & Conventions		
	• Tried to arrange a meeting with Enriqueta Lavin while she was in New York City. Meeting not possible due to a scheduling conflict.	• Complete
XI Account Support		
Larry Poindexter, Albert Poindexter & Associates	• Sent extra newsletters to fulfill media requests.	• Complete
Adela Alonso, Hotel Benidorm	• In conjunction with a familiarization of the southern part of the city, Katie Barr met with Adela Alonso. Also discussed the possibility of the Hotel Benidorm hosting a press trip.	• Complete

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XII Newsletter		
	• Brainstormed and drafted a list of topics. • Katie Barr visited various attractions and hotels in the south of the city to research more information and obtain photographs. • Sent client a list of topics for approval.	• Complete • Complete • Pending
XIII Slide Library		
Dave and Jan Houser, photographers	• Purchased 21 slides from Dave and Jan Hauser for the slide library.	• Complete

MEXICO CITY MAY 2001 MONTHLY REPORT

INITIATIVE	ACTIVITY	STATUS/DEADLINE
GENERAL NEWS BUREAU		
I Releases:		
PATA	• Distributed release to meeting and travel trade publications, the Mexico City Writers' Alliance and Society of American Travel Writers with an interest in meetings and conventions and foreign correspondents.	• Complete
Hotel Packages	• Awaiting client approval.	• Pending
Spoon Exhibit	• Drafting release.	• Pending
Frida Kahlo Stamp	• Drafting release.	• Pending

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II Story Placement		
Anne Cooke, *Los Angeles Times Syndicate* (Press trip participant)	• Story on living in Mexico City syndicated on April 1st, 2001.	• Complete
Canadian Travel Press	• Story on attractions in Mexico City appeared in April 16th, 2001 issue.	• Complete
Luaine Lee, *Knight Ridder News Service* (Press trip participant)	• Story on what's new in Mexico City syndicated to April 22nd, 2001 issue of the *Sunday World Herald* (Omaha, NE).	• Complete
Ann Brown, *Black Enterprise*	• Story on Teotihuacan appeared in May 2001 issue.	• Complete
Ondine Cohane, *Conde Nast Traveler*	• Story on Habita Hotel appeared in May 2001 issue.	• Complete

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Lori Tenney, *Meetings West*	• Story on Mexico as a meeting destination with a section on Mexico City appeared in May 2001 issue.	• Complete
Mary Ellen Schultz, *Travel World News* (Press trip participant)	• Story on the state of tourism in Mexico City appeared in May 2001 issue.	• Complete
Warman's Today's Collector	• Story on folk art in Mexico City appeared in May 2001 issue.	• Complete
Iyna Bort Caruso, *Bluesuitmom.com* (Press trip participant)	• Story on hotels that are welcoming to working mothers who travel included the Four Seasons Hotel in Mexico City. Featured on the website on May 1st, 2001.	• Complete
National Hispanic News	• Story on Dr. Julieta Campos' appointment appeared in May 5th, 2001 issue.	• Complete
Jane Bussey, *Miami Herald* (Press trip participant)	• Story on improvements in tourism in Mexico City syndicated to May 6th, 2001 issue of *Houston Chronicle.*	• Complete
Larry Bleiberg, *Dallas Morning News*	• Story on cooking classes appeared in May 6th, 2001 issue.	• Complete
Lynn Ferrin, *San Francisco Chronicle* (Press trip participant)	• Story on Teotihuacan appeared in May 6th, 2001 issue.	• Complete
Jorge Sidron, *Travel Weekly*	• Story on Tianguis appeared in May 7th, 2001 issue.	• Complete

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Linda Scott, *Austin American Statesman*	• Story on Mexico with a section on Mexico City appeared in May 13th, 2001 issue.	• Complete
Serge Boudreau, L'Express (Toronto, Ontario, Canada) (Press trip participant)	• Story appeared in May 14th, 2001 issue.	• Complete
Gayot.com	• Story on new happenings in Mexico City hotels appeared on the website on May 15th, 2001.	• Complete
Robert Bryant, *The New York Times*	• Tried to arrange a photo shoot at Luis Barragan's house for story in the fashion section. • Unable to schedule due to cost. • Offered other locations and suggestions but not interested.	• Complete • Complete • Complete
Suzanne Murphy, *New York Post, freelance journalist* (Press Trip participant)	• Provided information on markets, fact-checked and proofread her article on Mexico City.	• Complete
Jim Glab, *Travel+ Leisure*	• Contacted Teo Martinez of Mexico City's Hotel & Motel Association in order to obtain deals and promotions for Mexico City hotels. • Compiling information that Mexico City hotels have sent to Mexico City regarding the promotion. • Will send all information to *Travel + Leisure* by deadline for possible story placement in September 2001 issue.	• Complete • Pending • Pending

MEXICO CITY MAY 2001 MONTHLY REPORT

Judith Kirkwood and Tiffany Figneiredo, *Celebrated Living Magazine* (American Airlines' First Class Inflight)	• Sent information on Habita Hotel, Casa Vieja and Au Pied du Cochon as well as slides of Mexico City and the hotels for Fall 2001 issue.	• Complete
Bob Bennett, *Timely News Syndicate*	• Sent slides of Mexico City for use of their online travel guide.	• Complete
Diana Duarte, *Latin CEO*	• Provided information on artists in Mexico City for possible story placement.	• Complete
Jennfier Haas, *Jezebel* (Press trip participant)	• Sent slides of Mexico City for upcoming article.	• Complete
Hardy Haberman, *Epicurean* (Press trip participant)	• Provided information on hotels in Mexico City for upcoming story.	• Complete
Hal Herman, Editor-in-Chief, *Recommend Magazine*	• Arranged interview with Carlos Mackinlay.	• Complete
	• Obtained topics to be discussed during interview.	• Complete
	• Drafted talking points for Carlos for interview.	• Complete
	• Arranged guide and driver for Hal to visit the city.	• Complete
Laura Hilgers, *Vogue*	• Provided information on Mexico City's shoe museum for possible story placement.	• Complete
Mary Mihaly, freelance journalist (Press trip participant)	• Sent slides of Mexico City for possible story placement on *BestYears.com.*	• Complete

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Linda Nathan, freelance journalist (Press trip participant)	• Provided information on meetings and conventions in Mexico City for possible story placement.	• Complete
Mayte Rodriguez, *Baja Traveler* (Press trip participant)	• Sent slides for possible story placement.	• Complete
Hannah Rubin, Executive Editor, *Travel Holiday*	• Anna Stancioff met to discuss upcoming story placement and discussed scheduling an individual visit.	• Complete
Gary Stern, Travel Editor, *Consumer Reports Travel Letter*	• Sent information on Mexico City hotel deals for possible story placement.	• Complete
Eric Van Eyke, Art Director, *Westways Magazine*	• Sent slides of Au Pied de Cochon for possible story placement.	• Complete

MEXICO CITY MAY 2001 MONTHLY REPORT

III Broadcast		
Food Network	• Program aired for the second and third times in early May 2001 to over 50 million viewers worldwide.	• Complete
	• KWE obtained a copy of the show and forwarded to client.	• Complete
The Weather Channel	• Sent additional information and discussed possible visit in Fall 2001.	• Pending
Marquita Pool, *CBS Sunday Morning*	• Forwarded additional information on Frida Kahlo as they are interested in a visit.	• Pending
Ming's Quest, The Food Network	• Pitched *Ming's Quest* on doing a piece in Mexico City.	• Complete
	• Discussed doing a story in Mexico City, Puebla and Xalapa	• Complete
	• Contacted Federico Moreno and discussed filming at Four Seasons Hotel and using courtyard to film.	• Complete
	• Contacted the Mexico Tourist Board in New York City to discuss having their assistance with airline tickets.	• Pending
	• Discussed story ideas and contact information with Manuel Montelongo.	• Complete
	• Contacted Carmen Ramirez of El Bajio for story ideas.	• Pending
	• Crew tentatively scheduled to visit July 5th –15th, 2001.	• Pending

Melanie Reffes, *Travel World Radio* (Press trip participant)	• Provided information on Mexico City attractions, statistics and contact information for radio show that will tentatively air in July 2001.	• Complete
Frida Kahlo Movie	• Contacted the movie's production company, Miramax, about the upcoming movie to offer assistance or coordinate in Mexico City. They expressed initial interest in working with MCTA. Will follow-up.	• Pending
IV Fam Trips		
Dan Koeppel, *Travel Holiday*	• Arranging individual visit for August 2001.	• Pending
Andy Harris, *Taste Magazine*	• Discussed possible summer or fall 2001 visit.	• Pending
Robin Parets, *Lodging Magazine*	• Discussed possible August 2001 visit.	• Pending
V Quiz Shows		
	• KWE obtained copies of *The Price is Right, Hollywood Squares* and *Live with Regis and Kelly* broadcasts and mailed to client.	• Complete
	• Mexico City placement aired on *Hollywood Squares* on May 4th, 2001.	• Complete
	• Mexico City placement aired on *The Price is Right* on May 8th, 2001.	• Complete
	• Final Mexico City placement will air on MTV in summer of 2001.	• Pending
	• KWE will obtain tapes of additional placements.	• Pending

MEXICO CITY MAY 2001 MONTHLY REPORT

VI Hispanic Media Outreach		
Jumex	• Distributed releases to Hispanic media.	• Complete
Maria Magdalena	• Drafting release.	• Pending
Hispanic Media Mailing List	• Researched additional Hispanic newspapers and magazines and added them to the mailing list.	• Complete
Hispanic PR Wire	• Three KWE executives met with Manny Ruiz, CEO of Hispanic PR Wire, in order to arrange using Hispanic PR Wire for all Hispanic releases, reaching over 3000 Hispanic publications.	• Complete
VII Speeches/Presentations		
Fondo Mixto Meeting, May 23rd, 2001	• Compiled clips books of May public relations efforts and summaries of the radio news release and quiz show placements. • Provided tape of the Food Network broadcast and the quiz show placements.	• Complete • Complete
Manuel Montelongo's speech in Houston, TX	• Drafted speech and Power Point presentation for June 1, 2001 speech. • Provided Mexico Tourist Board in Houston with Mexico City logo.	• Complete • Complete

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VIII Tianguis		
	• Prepared list of follow-up items requested by hoteliers and journalists. • Sent requested follow-up items to hoteliers and journalists: newsletters, databases, tape of quiz shows, press kits, magazine articles, etc.	• Complete • Complete
Tianguis photos	• Bought four photos of Mexico City's International Press Conference from Javier Cabrera. • Converting photos into slides for KWE, Manuel Montelongo and Alejandro Miranda.	• Complete • Pending
VIV Meetings & Conventions		
	• Requested from Enriqueta Lavin a list of meetings and conventions taking place in Mexico City.	• Pending

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American Society of Travel Agents, Annual Board Meeting	• Researched date, time and location of ASTA's annual board meeting in Mexico City.	• Complete
	• Contacted Yesawich, Pepperdine & Brown and ASTA in order to obtain schedule, itinerary and all relevant information for the meeting.	• Complete
	• Forwarded all information to the client.	• Complete
	• Gave client suggestions and strategy on what role the Mexico City Tourism Authority should play in board meetings.	• Complete
	• Provided client with background information on ASTA.	• Complete
	• Wrote speech for Carlos Mackinlay to give at opening dinner.	• Complete
	• Worked with Mapresa, Mauricio Reyna and Melia in order to arrange for local press at the press conference.	• Complete
EIBTM, Geneva	• Provided Fleishman-Hillard with KWE's Tianguis talking points, previous speeches, statistics and other information in order to assist Erika Eyl-Newell and Greg Leddy in writing Leticia Coello's speech in Geneva.	• Complete

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Pacific Asian Tourism Association	• Contacted Gabriel Ortiz, Director of PATA's Latin American Division and Pareena Olansuksakui, the Manager of Communications in order to obtain additional information on the event.	• Complete
	• Wrote and distributed press release to meeting and travel trade publications, the Mexico Writers' Alliance, Society of American Travel Writers with an interest in meetings and conventions, and foreign correspondents.	• Complete
	• Obtained a comprehensive schedule of all of PATA's press releases for client's review.	• Complete
	• Discussed with Manuel Montelongo which Pacific Asian countries PATA should distribute information.	• Complete
	• Obtained PATA's first release which is to be distributed to Japan, Hong Kong, Korea, Singapore and Australia. Forwarded copy of release to client.	• Complete
	• Discussed with PATA their upcoming meeting in Mexico City on June 17-21st, 2001. Obtained schedule of meeting and forwarded to client.	• Complete
	• Requested list of weekly planners in Pacific Asia as per Leticia Coello's request.	• Complete

	• Requested list of local media in Mexico City from Mauricio Reyna for press conference on September 26th, 2001.	• Pending
X Account Support		
Leticia Cueto, *Avenue Magazine*	• Upon client's request, contacted Leticia while she was in Mexico City to arrange meeting with Manuel Montelongo. • KWE will contact Leticia in order to arrange meeting to discuss editorial content of advertorial.	• Complete • Pending
Rand McNally, *Rand McNally's Deluxe Midsize Atlas*	• Sent slides of Mexico City for use in atlas, which has a distribution of 400,000.	• Complete
Radomir Stojaqnovic, Belgrade Department of Tourism	• Sent press kit as per client's request.	• Complete
Tourism Corridor slides	• Provided Alejandro Miranda with four photos of tourism corridors.	• Complete
London Daily Observer	• Provided detailed answers to questions and topics presented by the newspaper. (See attached.)	• Complete
Nylon	• Sent two copies of magazine to client upon request.	• Complete

US News & World Report	• Contacted magazine to determine subject of interview request. • Obtained list of questions for Dra. Campos. • Provided detailed answers to all questions.	• Complete • Complete • Complete
XI Newsletter		
	• Client approved list of topics. • Upon approval KWE drafted all text. • Client is reviewing text. • KWE is researching possible images, photos and maps to be included.	• Complete • Complete • Pending • Pending
XII Crisis Management		
Newsweek International article, May 21st, 2001	• Drafted strategy and recommendations for how MCTA should respond to article.	• Complete
Police Chief Murder	• Provided strategy and advice to MCTA on how to handle US media interest in the story.	• Complete

XIII B-Roll		
Tianguis footage	• Obtained and reviewed copy of footage. • Provided client with recommendations on how to use B-roll for promotional purposes.	• Complete • Complete
Consejo footage	• Reviewed copy of footage. • Made copies of footage to use for promotional purposes.	• Complete • Complete

MEXICO CITY JUNE 2001 MONTHLY REPORT

INITIATIVE	ACTIVITY	STATUS/DEADLINE
GENERAL NEWS BUREAU		
I Releases:		
Hotel Packages	• Distributed release to newspapers with circulation over 20,000, television news shows in the top five markets, radio shows, travel newsletters, senior travel publications, SATW members with interests in budget travel deals and senior travel, the Mexico Writers' Alliance, Mexico City correspondents and KWE's internal list.	• Complete
Travel Agent Version	• Sent release to travel trades with information that is of interest to travel agents.	• Complete
Spoon Exhibit	• Distributed release to newspapers with circulations over 100,000, trade publications, lifestyle publications, in-flight magazines, the Mexico Writers' Alliance, members of SATW with an interest in art, Mexico City correspondents and KWE's internal list.	• Complete
Frida Kahlo Stamp	• Distributed release to national consumer lifestyle publications, national consumer travel publications, travel trades, in-flight magazines, newspapers with circulations over 100,000, the Mexico Writers' Alliance, Mexico City correspondents and KWE's internal list.	• Complete

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News "Shorts"	• Drafting release on the Sound and Light Show, Le Cirque and Casa Lamm.	• Pending
South of the City	• Drafting release.	• Pending
Calendar of Events	• Drafting release.	• Pending
Day of the Dead	• Drafting release.	• Pending
Weekend Packages	• Distributed release through syndicated service. Results will appear in English and Spanish newspapers across the country.	• Pending
II Story Placement		
Ramon Garcia, *La Opinion* (Los Angeles, CA)	• Story on Expo Francia in Mexico City appeared in April 27th, 2001 issue.	• Complete
La Prensa San Diego	• Story on tourism in Mexico City appeared in May 25th, 2001 issue.	• Complete
Luaine Lee, *Scripps Howard News Service* (Press trip participant)	• Story on Mexico City reprinted in May 26th, 2001 issue of *Journal Inquirer* (Manchester, CT) and June 24th, 2001 issue of *Sunday Bulletin* (Norwich, CT.)	• Complete
Ian Stalker, *Canadian Travel Press*	• Story on tourism corridors appeared in May 31st, 2001 issue.	• Complete
	• Story on PATA conference appeared in June 11th, 2001 issue.	• Complete

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Martha Ledger, *Inside* (Press trip participant)	• Story on Mexico City Chic appeared in Summer 2001 issue.	• Complete
Iyna Caruso, *Art & Antiques* (Press trip participant)	• Story on Frida Kahlo appeared in June 2001 issue.	• Complete
Hemispheres (United Airlines)	• Dr. Ruth Lechuga Museum appeared in a Calendar of Events in June 2001 issue. • Summer bullfighting season appeared in Calendar of Events in July 2001 issue.	• Complete
Hotels	• Story on hotel packages in Mexico City appeared in June 2001 issue.	• Complete
Mark Rogers, *Travel Agent*	• Story on boutique hotels in Mexico City appeared in June 11th. 2001 issue.	• Complete
Laredo Morning News (Laredo, TX)	• Story on museums in Mexico City appeared in June 15th, 2001 issue.	• Complete
Nuevo Siglo (Tampa. FL)	• Story on museums in Mexico City appeared in June 21st, 2001 issue.	• Complete
Nancy Dunnan, *Coiningmoney.com*	• Story on hotel specials in Mexico City appeared on the website on June 22nd, 2001.	• Complete
Steve Collins, *Travel Management Newsletter*	• Story on hotels in Mexico City appeared in June 25th, 2001 issue.	• Complete

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Lori Tenny, *TravelAge West*	• Story on business in Mexico City appeared in June 25th, 2001 issue.	• Complete
La Oferta Review	• Story on Frida Kahlo stamp and upcoming feature film appeared in June 29th, 2001 issue.	• Complete
Guillermo de la Corte, *Nexos* (American Airlines) (Press trip participant)	• Stories on food and shopping both appeared in July-September 2001 issue.	• Complete
Jennifer Haas, *Jezebel* (Press trip participant)	• Sent information regarding restaurants for upcoming story in July 2001 issue,	• Complete
Dallas Morning News	• Story on Spoon Exhibit appeared in July 1st, 2001 Travel section.	• Complete
The Miami Herald	• Story on hotels in Mexico City appeared in July 8th, 2001 Travel section.	• Complete
Fran Golden, *Concierge.com*	• Story on hotel packages in Mexico City appeared on the website on July 11th, 2001.	• Complete
Suzanne Murphy-Larronde, *New York Post*, freelance journalist (Press Trip participant)	• Article on Mexico City appeared in *New York Post* on July 17th, 2001.	• Complete
	• Article tentatively scheduled to appear in *The Arizona Daily Star* on August 5th, 2001.	• Pending

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Jim Glab, *Travel+ Leisure*	• Contacted Teo Martinez of Mexico City's Hotel & Motel Association in order to obtain deals and promotions for Mexico City hotels.	• Complete
	• Compiled information that Mexico City hotels have sent to Mexico City regarding the promotion.	• Complete
	• Sent all information to *Travel + Leisure* by deadline for possible story placement in September 2001 issue.	• Complete
Judith Kirkwood and Tiffany Figneiredo, *Celebrated Living Magazine* (American Airlines' First Class Inflight)	• Fact-checked article to appear in September 2001 issue.	• Complete
Megan Alexander, *Endless Vacation*	• Fact-checked for a story in September/October 2001 issue on Mexico City.	• Complete
Cheryl Leas, *Continental Magazine*	• Contacted the Instituto Nacional de Antropologia e Historia in Mexico City in order to obtain necessary information for upcoming article in September or October 2001 issue on archaeology in Mexico.	• Complete

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Nancy A. Dean, *The Houston Press*	• As per client's request, sent press kit on Mexico City for possible story placement.	• Complete
Nancy V. Sont, freelance journalist	• As per client's request, sent press kit on Mexico City for possible story placement.	• Complete
Venkatesh Iyer, freelance journalist	• As per client's request, sent press kit and information on newspapers in Mexico City for upcoming visit.	• Complete
Linda Nathan, freelance journalist (Press trip participant)	• Provided information on family activities in Mexico City for possible story placement.	• Complete

MEXICO CITY JUL/AUG/SEPT 2001 MONTHLY REPORT

INITIATIVE	ACTION	STATUS
Information Program		
• Consumer Trend Report	Researched information and prepared reports on September 17 & 26, 2001.	Complete.
• Presentation to Fondo Mixto	Discussed timing with Manuel Montelongo and scheduled a tentative date for November 28, 2001.	Complete.
• Foreign Correspondents Briefing	Discussed timing with Carlos Mackinlay and Manuel Montelongo. Will take place in December.	Complete.
• Fondo Mixto Newsletter	Discussed logistics and content with Carlos Mackinlay and forwarded an outline to him on September 26, 2001; arranging interviews with Jorge Dominguez and Enriqueta Lavin.	Drafting timeline for production and outline of contents.
Tourism Industry Relations		
• Trend Report	Researched information and interviewed journalists, tour operators and travel agents for reports. Forwarded report on September 27, 2001. Interviews include:	Next report scheduled for the end of October.

	• Maxine Cass, *Travel Age West;* • Jorge Sidron, *Travel Weekly;* • Jane Foldy, *Mark Travel;* • Luisa Arellano, *Travel Agent;* • Mary Peters, *Friendly Travel Agent* and *ASTA Board Member;* • Doris Green, *Continental Vacations Agent* and *ASTA Board Member.*	
• Consejo Offices	Drafting letter of introduction.	To finalize.
• Marketing Partner Alliances	Forwarded recommendations on hotel packages and promotions on September 18, 2001.	Awaiting further information discussed during FM meetings.
• Tour Operator Outreach	Met and/or called the following tour operators: • Contacted USTOA for suggestions on tour operators for possible inclusion of Mexico City packages; • Compiled list of contacts; • Met with Academic Arrangements Abroad; • Contacted Archaeology Tours.	Complete. Complete. Complete. Complete.

• Newsletter	Brainstormed and researched newsletter topics. Forwarded outline of topics to Manuel Montelongo; received approval and began drafting copy. Topics include: • Update on Tourism Zones; • Industry Highlights; • Quotes from Journalists; • Meetings and Conventions; • Celebrities; • Past Press Trip Participants; • Calendar of Events; • Airport Security; • Feature on a tour operator.	Drafting.
Consumer Relations		
• Quiz Shows	• Quiz show placement on The Price is Right aired on August 28th, 2001. • Quiz show placement on Hollywood Squares aired on August 31st. 2001. • Contacted Mark Travel to provide complimentary	Complete. Complete. Pending.

	packages; Jeopardy has expressed initial interest; awaiting answer from Mark Travel.	
• Radio Promotions	• Contacted Mark Travel to provide complimentary packages; four stations have expressed initial interest; awaiting answer from Mark Travel. • Developing proposals for Mark Travel based on proposals received by radio stations; awaiting approval from Mark Travel.	Pending. Pending.
• Consumer Promotions	• Discussed possible retail companies to target with Manuel Montelongo. • Researched and made initial contact with several companies. • Developing proposal materials to forward to interested parties to further determine partnership potential. Companies include: • Barnes & Noble; • Border's Group; • Neiman Marcus; • Macy's; • Pier 1;	Pending. Pending. Pending.

	• Tourneau; • Hartman Luggage; • Putumayo.	
• James Beard House	• Contacting regarding availability due to cancellations.	To follow up next month.
• The Year of Frida Kahlo	• Discussed options for venues and proposed themes with Manuel Montelongo. • Contacted Mexican Cultural Institute regarding possible details and dates for events.	Complete. Confirm date; MI to coordinate logistics.
Investor Relations		
• Promotional Plan Bulletin	Met with Francisco Ruiz to review status of developments. Awaiting further information from Francisco Ruiz.	Pending.
• Tourism Corridors Bulletin	Scheduled appointment with Francisco Ruiz to discuss outline.	Pending.
Media Relations		
• Press Trips	Discussed themes and dates with Manuel Montelongo:	Complete.

	• November 1-4, 2001 Day of the Dead; • December 6-9, 2001 Frida Kahlo; • January 17-20, 2001 Tourism Corridors. Contacting airlines regarding reduced or complimentary airfare, including: • Aeromexico; • Mexicana; • Delta; • US Air. Ptiching media.	Pending. In progress.
• Press Releases	• Distributed release announcing participation in IT& ME to: - Meetings & Incentive Trades; - Travel Trades; - Hospitality Trades; - Chicago Tribune; - Chicago Sun-Times; - Chicago Hispanic Media; (print and broadcast) - KWE Internal List.	Complete.

	• Distributed release announcing meetings CD-ROM to: - Meetings & Travel Trades; - KWE Internal List.	Complete.
	• Researched and wrote release on new tourism police. Set up special photographer. Release used nationally and will be used in newsletter.	Complete.
	• Arranged photo session on September 21, 2001 to accompany Tourism Corridors release.	Complete.
	• Conducted interview with airport staff for release on new airport security.	Complete.
	• Distributed release on new airport security to: - KWE internal list; - SATW Writers with relevant interest; - Foreign correspondents; - Travel newspapers with circulation over 50,000, consumer travel magazines, travel trade, and news publications.	Complete.
	• Drafting round-up release on hotel development.	Complete.
	• Drafting release on Tourism Corridors.	Complete

	• Obtained information on golf courses in Mexico City. Drafting release on golf courses in Mexico City.	Complete.
• Press Kit	• Reviewed and updated entire kit (English and Spanish). • Transferring kit to disk.	Complete. Pending.

• Story Placement		
American Minority Review	• Story on tourism development projects appeared in Summer 2001 edition.	Complete.
La Voz Hispana de Colorado	• Story on museums in Mexico City appeared in June 20th, 2001 issue.	Complete.
.Vocero H*ispano*	• Story on museums in Mexico City appeared in June 22nd, 2001 issue.	Complete.
Prospect Heights Journal	• Story on tourism in Mexico City appeared in June 27th, 2001 issue.	Complete.
Mary Haas, *Jezebel* (press trip participant)	• Story on dining, shopping, and hotels in Mexico City appeared in July 2001 issue.	Complete.
April Iommazzo, *Successful Meetings*	• Story on the opening of the W Hotel in Mexico City appeared in June 2001 issue.	Complete.
Paul Lasley, *Westways* (press trip participant)	• Story on dining in Mexico City appeared in July/August 2001 issue.	Complete.
La Opinion	• Story on the Frida Kahlo appeared in July 4th, 2001 issue.	Complete.

Miami Herald	• Story on hotel specials in Mexico City appeared in July 8th, 2001 issue.	Complete.
Sun (Charlotte Edition)	• Story on the Spoon exhibit in Mexico City appeared in July 13th, 2001.	Complete.
San Antonio Express News	• Story on the spoon exhibit in Mexico City appeared in the July 22nd, 2001 issue.	Complete.
Toronto Star	• Story on the spoon exhibit in Mexico City appeared in the July 22nd, 2001 edition.	Complete.
Sunday Oklahoman	• Story on spoon exhibit in Mexico City appeared in the July 22nd, 2001 issue.	Complete.
Sun Herald	• Story on spoon exhibit in Mexico City appeared in the July 15th, 2001 issue.	Complete.
Greenwood and Southside, *Challenger – Greenwood and Southside*, and *Challenger Newspapers*	• Story on hotel specials in Mexico City appeared in July 25th, 2001 issue.	Complete.
Inya Bort Caruso, *The Washington Post* (press trip participant)	• Story on Huitlacoche appeared in July 25th, 2001 issue.	Complete.
Inya Bort Caruso, *Washingtonpost.com* (press trip participant)	• Story on Huitlacoche reprinted in July 25th, 2001 issue.	Complete.

Park Hills Daily Journal and *Daily Journal (Park Hills)*	• Story on hotel specials in Mexico City reprinted on July 25th, 2001.	Complete.
Health City Sun (weekly and community newspaper)	• Story on hotel specials in Mexico City reprinted in two editions on August 10th, 2001.	Complete.
Grand Rapids Press	• Story on Presidente Intercontinental Hotel's special rates appeared in July 29th, 2001 issue.	Complete.
Houston Chronicle	• Story on spoon exhibit in Mexico City appeared in July 29th, 2001 issue.	Complete.
Sunday Star Ledger	• Story on Mexico City history appeared in the July 29th, 2001 issue.	Complete.
Hal Herman and Chad Cohen, *Recommend Magazine*	• Story on tourism in Mexico City and excerpts from an interview with Carlos Mackinlay appeared in August 2001 issue.	Complete.
Cheryl Anne-Sturken and Eric Enright, *Meetings and Convention*	• Story on meetings in Mexico City appeared in the August 2001 issue.	Complete.
Star Phoenix	• Story on Canadian tourism in Mexico City appeared in the August 4th, 2001 issue.	Complete.
Suzanne Murphy-Larronde, *Arizona Daily Star*	• Story on shopping in Mexico City appeared in	Complete.

(press trip participant)	the August 5th, 2001 issue.	
Mark K. Cooney, *Sunday Record*	• Story on hotel specials in Mexico City appeared in August 5th, 2001 issue.	Complete.
Commerce Comet	• Story on Frida stamp appeared in the August 9th, 2001 issue.	Complete.
Orlando Sentinel	• Story on the spoon exhibit appeared in the August 12, 2001 issue.	Complete.
Pucci Meyer, *New York Post*	• Story on spoon exhibit appeared in the August 14th, 2001 issue.	Complete.
Miami Herald	• Story on Mexico City's Metropolitan Cathedral light-and-sound show appeared in August 19th, 2001 issue.	Complete.
Travel Weekly	• Story on hotels in Mexico City appeared in August 30th, 2001 issue. • Story on attractions in Mexico City appeared in the August 30th, 2001 issue.	Complete. Complete.
Celebrated Living	• Story on *Casa Vieja* and *Habita* appeared in the Fall 2001 edition.	Complete.

Rudy Maxa's Traveler	• Story on hotel specials in • Mexico City appeared in the September 2001 issue.	Complete.
Jax Fax	• Story on PATA appeared in the September 2001 issue.	Complete.
Matthew Estevez, *LatinTrade.com*	• Story on business travel and tourism appeared in September 2001 issue.	Complete.
Cheryl Leas, *Continental*	• Story on archeological sites in Mexico appeared in September 2001 issue.	Complete.
Luanie Lee, *Sunday Journal* (press trip participant)	• Story on tourism in Mexico City appeared on September 2nd, 2001 issue.	Complete.
Daily News	• Story on hotel specials in Mexico City appeared in September 9th, 2001 issue.	Complete.
Claire Atkinson, *PR Week*	• Story on Mexico City's public relations appeared in September 10th, 2001 issue.	Complete.
Luisa Esquiroz Arellano, *Travel Agent*	• Story on improvement projects in Mexico City appeared in September 10th, 2001 issue.	Complete.
Carla Hunt, *Travel Weekly*	• Story on art in Mexico City	Complete.

(press trip participant)	appeared in September 20th, 2001 issue.	
• Broadcast		
Newswatch TV	• Segment on hotel packages appeared on more than 100 stations in the U.S.	Complete.
Ming's Quest, The Food Network	• Arranged conference call with Particia Quintania and Ming's Quest to discuss other story ideas. • Crew visited August 2001. • Arranged hotel, ground transportation, and itinerary. • Show scheduled to air early 2002.	Complete. Complete. Complete. Pending.
Casa y Estilo Internacional	• Arranged July 1-8, 2001 visit. • Segment to air late 2001 or early 2002.	Complete. Pending.
Pierre Wolfe, *America's Dining & Travel*	Radio interview with Carlos Mackinaly aired on 204 stations on July 27, 2001.	Complete.
• News Bureau Initiative		
Rowland Stiteler, *The Meeting Professional*	• Provided information on Enriqueta Lavin for possible story placement.	Complete.

Lisa Skniloff, *Multicultural Marketing News*	• Sent information regarding the Frida Stamp for possible use in the Fall 2001 issue.	Complete.
Carrie Alexander, *The Orlando Sentinel*	• Provided information on the Spoon exhibit for a possible story placement.	Complete.
Jane Wooldridge, *Miami Herald.*	• Provided information on the Bravo Exhibit at Casa Lamm for a possible story placement.	Complete.
Randy Mink, *Travel America Magazine.*	• Provided information on the New Year holiday in Mexico City for possible story placement.	Complete.
Tanya Bien, *Art World News*	• Sent press kit for a story about galleries in Mexico City that may run in the January 2002 issue.	Complete.
Stanley Murray, *International Herald Tribune* and *Elite Traveler*	• Sent information on Mexico City for possible story placement in the *Herald Tribune*. Also, provided information on *Le Cirque* for possible story placement in *Elite Traveler* article.	Complete.
Sebastian Styco, *Philidelphia Metro Newspaper*	• Provided additional information on Frida Stamp release for possible story placement.	Complete.
Barbara Beckley, *Western Association News*	• Provided information on meetings in Mexico City for a possible story entitled, "Meetings in Latin America."	Complete.

Kenna Thompson, *Sundance Channel*	• Sent B-Roll for use in a possible biography of Arturo Ripstein (Mexican Director) that will air in the Fall 2002.	Complete.
Judy Kirkwood, *Celebrated Living Magazine*	• Provided information on *Centro Historico* and Calendar of Events for possible story placement.	Complete.
Laurel Herman, *Recommend Magazine*	• Met with and pitched her on tourism corridors for a possible placement in an upcoming issue. Expressed interest in photos we are taking of tourism police.	Complete.
Luisa Arellano, *Travel Agent*	• Provided information on Mexico City hotels, DOTD, Frida, and food for possible story placement.	Complete.
Lourdes Lopez, *La Opinion*	• As per client request, provided on *El Grito* for possible story placement.	Complete.
Emily Bobrow, *The Economist.com*	• As per client request, sent press kit and Mexico City slides for possible story placement.	Complete.
Bret Thorn, *National Restaurant News*	• Provided information on the opening of *Le Cirque* for a possible story placment.	Complete.
Shari Mycek, *Conde Nast Traveler* (UK)	• Article appeared in September 20, 2001 issue.	Complete.
Angela Kocherga, *KHOU-TV*	• Provided information (tourism statistics) for	Complete.

	KHOU-TV-Mexico office, but may run in Texas stations.	
Mary Dempsey, *Latin Trade*	• Sent slides of the city for upcoming business travel guide.	Complete.
Lori Tenny, *Travel Weekly*	• Provided press releases and fact checked for upcoming supplement on Mexico City.	Complete.
Connie Pollock, *Los Angeles Times Syndicate*	• Sent slides for possible story placement.	Complete.
Ron Butler, *Arizona Daily Star*	• Provided additional photos and slides for a story in the September 23, 2001 issue.	Complete.
Eric Enright, *Meetings & Conventions*	• Sent information for possible story placement.	Complete.
Susan Weissman, *Savvy Traveler Newsletter*	• Sent slides of Mexico City for possible story placement in the October 2001 issue.	Complete.
Donna Carter, *Meetings & Conventions*	• Sent information on Mexico City for possible story placement this winter about international meeting destinations.	Complete.
• Travel Holiday magazine	Arranged individual visit for photographers for September 19-24, 2001. Photos will accompany Dan Koeppel's story that will appear in April 2002 issue.	Complete.

Event Support		
• SATW Convention	Karen Weiner Escalera and Kristen Bishop attended September 4-9, 2001. Media pitched:	Complete.
Katherine and Eric Fletcher, *Ottawa Life*	• Provided releases on Day of the Dead, Mexico City Calendar of Events and Ruth Lechuga for possible story placement.	Complete.
Michael DeFreitas, *Outside* and *Travelfacts.com*	• Provided information on biking to the pyramids for possible story placement.	Complete.
Maxine Rose Schur, *Salon.com*	• Provided information on art, culture, Ruth Lechuga, and Day of the Dead for possible story placement.	Complete.
Joan Scobey, *Boston Globe* and *TravelAgent*	• Provided information on art, history, and culture in Mexico City for possible story placement.	Complete.
Ellen Klugman, *Ashbury Park Press* and *Contra Costa Times*	• Provided release on Mexico City Boutique Hotels for possible story placement.	Complete.
Susan Pollack, *Detroit News*	• Provided information on low rates for travel to Mexico City for possible press trip.	Complete.
Janet Fullwood, *Sacramento Bee*	• Provided information on Frida Kahlo for possible	Complete.

	press trip.	
• Fiestas Patrias	Prepared and translated all the following documents into Spanish: • Speech for Leticia Coello • Talking points for Carlos Mackinlay • Questions and answers for media/agents • Press kits • Welcome packet • Itinerary • Tourism Corridors release (updated)	Event canceled.
• PATA	Coordinated speaking arrangements with PATA's Los Angeles office for Leticia Coello and Carlos Mackinlay; discussed cancellation policies and arrangements with the offices in Bangkok and California.	Event postponed until September 2002.
• Tiangius Golf	Discussed Leticia's availability for interviews; began arranging interviews.	Postponed until April 2002.
• ITME	• Discussed needs with Leticia Coello and Enriqueta Lavin. • Contacted media to secure interviews for Leticia	Pending. Pending.

	Coello and began developing media kit.	
Presentations and Speeches		
• Deauville (France)	Wrote speech for Leticia Coello.	Complete.
Congresses and Conventions		
• Monthly Meeting	Met with Enriqueta Lavin and Ruth Sokkol to review upcoming meetings for opportunities and news release ideas.	Will discuss media opportunities for Carter convention if re-scheduled
• Meetings Industry Trend Report	Researched and conducted interviews for reports; forwarded report on September 27, 2001. Interviews include: • Chris Vest, *ASAE;* • Heidi Wunder, *IACVB;* • Pat Fisch, *Cancun CVB-Washington, DC sales office;* • Anne Heller, *USAE;* • Melissa Wynn, USAE; • Sharon Bhagwandin, USAE; • Cheryl-Anne Sturken, *Meetings and*	Complete.

	• *Conventions;* • Luisa Arellano, *Travel Agent;* • Mark Chestnut, *Travel Weekly / Travel Age West;* • Jim Glab, *Travel & Leisure;* • Julio Paredes, *El Diario.*	
• Promotional Plan	Research and wrote draft of plan and discussed with Enriqueta Lavin on September 27, 2001.	Awaiting comments.
General Counsel / Account Support		
• Response to September 11, 2001 Terrorist Attacks	Drafted strategy and letter for addressing Americans in Mexico City who were stranded after the attacks.	Complete.
• Photo Sessions	Arranged sessions for Leticia Coello and Carlos Mackinlay on September 17, 2001.	Complete.
• Aviacsa	As per the client's request, sent Silvana Sanchez images of Mexico city via e-mail.	Complete.
• Mara Fernandez	Sent all press releases for local public relations use.	Complete.

• Cartographers Limited	• Provided information on new hotels in Mexico City.	Complete.
	• Checked final proofs of maps with Teo Martinez.	Complete.
	• Arranged for Mexico City's logo, Hotel Associations website, and phone number to be on the maps.	Pending.
	• Arranged for proofs to be sent to Manuel Montelongo for final approval.	Pending.
	• Requested that 200,000 maps be sent to Manuel Montelongo.	Pending.
• Slides	• Contacted Enrique Franco Torrijos.	Complete.
	• Scheduled dates for the shoot.	Complete.
	• Sent him a suggested list with shots to take.	Complete.
	• KWE received slides.	Complete.

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Mexico City Tourism Authority
Period from March 1, 2001 to August 31, 2001

Invoices billed during period for services rendered & expense reimbursement:

DATE	AMOUNT
03/15/01	113,437.50
05/31/01	89,687.50
05/31/01	89,687.50
TOTAL	**292,812.50**

Monies received during period for services rendered and expense reimbursement:

DATE	AMOUNT
03/30/01	113,437.50
04/27/01	113,437.50
06/20/01	113,437.50
07/02/01	113,437.50
TOTAL	**453,750.00**

Disbursements made during period for normal expenses which were billed back to foreign principal for reimbursement:

MONTH	AMOUNT
March	21,381.21
April	38,758.27
May	15,918.35
June	17,901.02
July	24,903.77
August	19,203.47
TOTAL	**138,066.09**