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 2/28/02
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.

KAREN WEINER ESCALERA ASSOCIATES, INC. 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.

CHANGE IN OWNERSHIP PERCENTAGES:

KAREN WEINER ESCALERA OWNS 84.68% OF COMPANY.
VICTORIA FELDMAN OWNS 15.32% OF COMPANY.

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
VICTORIA FELDMAN	PRESIDENT	2/15/02
(CHAIRMAN/CEO HAS TAKEN ON ROLE OF PRESIDENT)		

(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

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

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 5/11/02
	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.)

Signature

5-13-02
Date

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

Director of Administration & HR
Title

INSERT A

MEXICO CITY SEPTEMBER 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.

MEXICO CITY OCTOBER 2001 MONTHLY REPORT

INITIATIVE	ACTION	STATUS
Information Program		
• Consumer Trend Report	• Researched information and prepared reports on October 3, 10, & 31, 2001. Next report scheduled November 30, 2001.	Complete.
• Presentation to Fondo Mixto	• Tentative date for November 28, 2001. • Awaiting marketing plan.	Complete. Pending.
• Foreign Correspondents Briefing	• Will take place in December.	Pending.
• Marketing Partners Newsletter	• Interviewed various members of the Fondo Mixto. • Wrote articles and forwarded text to Carlos Mackinlay. • Arranged design and layout.	Complete. Awaiting approval. Awaiting approval.
Tourism Industry Relations		
• Trend Report	• Researched information for report. Forwarded report October 31, 2001.	Next report scheduled November 30, 2001.

	• Report translated into Spanish.	Complete.
• Consejo Offices	• Sent letter of introduction. • Met with: - Marta Varela of Chicago Consejo on October 11, 2001; - Marisa Lopez and Gwendollyn Gout of New York City Consejo on October 17, 2001; - Teresa Villareal of Miami Consejo on October 29, 2001. • Scheduled follow-up conference calls with Toronto, LA, Houston, Montreal and Vancouver.	Complete. Complete. Complete.
• Tour Operator Outreach	• Called the following tour operators: - Go-Go Tours; - Pleasant Holidays; - Travel Impressions. • Sent follow-up press kits and information • Sent slides for brochure on Mexico.	Complete. Complete. Complete.
• Newsletter	• Forwarded full copy to client. Awaiting client approval. • Upon approval, will send to the printers for the first	Pending. Pending.

	layout.	
Consumer Relations		
• Quiz Shows	• Finalizing packages to forward to Jeopardy.	In progress.
• Radio Promotions	• Finalizing agreement with Hispanic Radio Network for holiday promotion. The promotion will air starting December 3rd, 2001 for three weeks on over 140 radio stations in several markets in California, Texas, Washington, New York, Illinois.	In progress.
• Consumer Promotions	• Sent proposals to companies that were interested in partnership based on initial phone calls. Companies include: - Border's Group; - Nordstrom; - Neiman Marcus - Hartman Luggage; - Putumayo; - Samsonite; - Lifetime Television. • Most holiday promotions were already in place for this year; investigating opportunities for 1st or 2nd quarter 2002. Companies need demographic	Complete. Awaiting demographic information from Luis Trujillo.

	information. • Submitted Putumayo World Music CD to client for possible promotion opportunities in their retail outlets including Border's, Tower Records, coffee shops, boutiques, bookstores, health food stores, ethnic gift shops and hotels.	Client reviewed content of CD, but music selections are from various areas of Mexico, not Mexico City, so promotional opportunity was not deemed fitting for our message.
• James Beard House	• Event scheduled for January 10th, 2001. • Contacted Carmen Ramirez for biography, recipes, and background information. • Translating all information for inclusion in December newsletter.	Confirmed. Complete. In progress.
• The Year of Frida Kahlo	• Met with Mexico Cultural Institute and liased with American Craft Museum. Dates not available until Fall 2002. • Researching other venues. • Contacting designers to participate in event.	Pending. In progress. Pending.
Investor Relations		
• Promotional Plan Bulletin	• Requested information from Francisco Ruiz to	Pending.

	develop outline of plan.	
• Tourism Corridors Bulletin	• Met with Ernesto Betancourt and Luis Trujillo to get more information. • Forwarded text for approval. • Arranging design and layout.	Complete. Pending. Will forward to client.
Media Relations		
• Press Trips	• Day of the Dead press trip on November 1 - 4, 2001. Katie Barr hosting seven journalists, including: - Dagan McCann, *freelance journalist* - Gerry Fitzpatrick, *Doctor's Review* - Carloyne Parent, *Le Devoir* - Maxine Cass, *TravelAge West* - Sherrie Nachman, *The American Lawyer* - Mary Ellen Schultz, *World Travel News* - Luis Miguel Arce Gracey, photographer for *The American Lawyer* • Contacting airlines regarding reduced or complimentary airfare, including:	Pending In progress.

	- AeroMexico; - Mexicana; - Delta; - US Air. • Pitching media for December 6-9, 2001 Frida Kahlo trip.	 In progress.
• Press Releases	• Distributed round-up release on hotel development to: - KWE internal list; - SATW writers with relevant interests; - Meeting trades, travel trades, and lodging hospitality trades. • Distributed release on Minimalist & Maximilist art in Mexico City with photographs to: - KWE Internal List; - Foreign Correspondents; - SATW writers with interest in art, culture, & Mexico; - Travel newspapers with circulation over 50,000; - Art & Culture magazines; - In-flight magazines; - Architecture magazines; - Interior design magazines. • Distributed release on Hotel Packages in Mexico City to: - KWE Internal List; - Foreign Correspondents - SATW website;	Complete. Complete. Complete.

	- Travel newspapers with circulation over 50,000; - Radio and television websites.	
	• Distributed 2nd version of Hotel Packages release to all trade publications. It contains supplemental information for travel agents.	Complete.
	• Translated and distributed airport release to Hispanic media.	Complete.
	• Drafted release on Tourism Corridors. Awaiting client approval. Research photo to accompany release.	In progress.
	• Drafting release on golf courses in Mexico City.	In progress.
• Press Kit	• Transferred kit to disk and forwarded to client.	Complete.

• Story Placement		
Park Hills Daily Journal (MO)	• Story on hotel packages in Mexico City appeared in July 29th, 2001 issue.	Complete.
Berne Tri-Weekly (IN)	• Story on hotel packages in Mexico City appeared in August 10th, 2001 issue. • Story on hotel packages in Mexico City appeared in August 22nd, 2001 issue. • Story on hotel packages in Mexico City appeared in August 31st, 2001 issue.	Complete. Complete. Complete.
Health City Sun (Albuquerque, NM)	• Story on hotel packages in Mexico City appeared in August 10th, 2001 issue.	Complete.
Florida Newspaper	• Story on hotel packages in Mexico City appeared in August 22nd, 2001 issue.	Complete.
Oakdale Advertiser	• Story on hotel packages in Mexico City appeared in August 22nd, 2001 issue.	Complete.
Kansas State Globe	• Story on hotel packages in Mexico City appeared in August 23rd, 2001 issue.	Complete.
Pathfinders Travel	• Story on the Frida Kahlo stamp appeared in the Winter 2001 issue.	Complete.

National Hispanic News	• Story on the Frida Kahlo stamp appeared in the September 2001 issue. • Story on the spoon exhibit appeared in the September 2001 issue. • Story on Day of the Dead appeared in the September 2001 issue.	Complete. Complete. Complete.
Multi-Cultural Marketing News	• Story on Frida Kahlo stamp appeared in the September/October issue.	Complete.
Meeting Professional	• Story on meeting destinations in Mexico City appeared in September 2001 issue.	Complete.
Paul Hourigan, *Hamilton Spectator* (ON) (press trip participant)	• Story on tourism in Mexico City appeared in the September 15th, 2001 issue.	Complete.
La Opinion (Los Angeles, CA)	• Story on the Metropolitan Cathedral in Mexico City appeared in September 19th, 2001 issue.	Complete.
El Hispano News (Portland, OR)	• Story on hotel packages appeared in the September 21st, 2001 issue.	Complete.
El Aguila	• Story on hotel packages appeared in the September 21st, 2001	Complete.

	issue.	
Morehead News (KY)	• Story on discount packages in Mexico City appeared in September 21st, 2001 issue.	Complete.
La Opinion (Los Angeles, CA)	• Story on hotel packages in Mexico City appeared in September 26th, 2001 issue.	Complete.
Ron Butler, *Arizona Daily Star* (press trip participant)	• Story on Frida Kahlo appeared in the September 23rd, 2001 issue.	Complete.
Larry Olmstead, *Playboy* (press trip participant)	• Story on nightlife in Mexico City appeared in October 2001 issue.	Complete.
Suzanne Murphy-Larronde, *DenverPost.com* (press trip participant)	• Story on shopping in Mexico City appeared in October 7, 2001 issue.	Complete.
Suzanne Murphy, *The Denver Post* (press trip participant)	• Story on tourism in Mexico City appeared in the October 7th, 2001 issue.	Complete.
• Broadcast		
Ming's Quest, The Food Network	• Received confirmation and schedule of episodes to air this year: - Cactus/Agave episode to air on December 5, 2001 at 10 pm. Features	Complete.

	include: Four Season's Chef Eduardo; Mexico City history; pictures; tequila standup from the Four Seasons with the tequila master. - Chiles episode to air December 19, 2001. Features include: entire segment from one market in Mexico City; video of the city.	
Casa y Estilo Internacional	• Segment to air late 2001 or early 2002.	Pending.
Rudy Maxa, *Smart Travels with Rudy Maxa*	• Researched possibility of new PBS series about moving on to cover destinations outside of Europe. Host Rudy Maxa said that their focus will be Europe for a while but will contact us when they move beyond Europe in the future.	Complete.
Travel World Radio	• Arranged for the executive producer and a host to visit from November 20-24, 2001. • Working with Alejandra Ceniceros and Manuel Montelongo to arrange for guide, transportation, and itinerary.	Complete. Pending.
KING-TV (NBC) Evening Magazine (Seattle, WA)	• Pitched topics on Mexico City; they showed interest and will keep on file.	Complete.

• News Bureau Initiative		
Morris Miller, *Orange County Blade*	• Provided information on romantic places in Mexico City for possible story placement.	Complete.
Marines Arroyo, *Univision Online*	• Provided information on Day of the Dead for possible story placement.	Complete.
Joe Manuelli, *Travel Weekly*	• Sent slides of Mexico City for Lori Tenny's Mexico City supplement.	Complete.
Martha Oliveros, *Univision Online*	• Sent slides of Mexico City for possible story placement.	Complete.
Robyn Moreno, *InStyle*	• Sent Mexico City press kit for possible story placement.	Complete.
Michael McCarthy, *Washington Flyer*	• Provided press kits and information on museums in Mexico City for possible story placement.	Complete.
Andrea Fisher, *Air Canada In-flight Magazine*	• Provided information on neighborhoods in Mexico City for possible story placement early 2002.	Complete.
Gary Lee, *Washington Post*	• Set up interview for Carlos Mackinlay on October 25,	Complete.

	2001 regarding airport security and other new developments in Mexico City. • Drafted talking points. • Provided additional information on holiday packages for possible story placement.	Complete. Complete. Complete.
Jeff Foley and Lucille Sitra, *Travel Holiday*	• Per client request, wrote 50-word statement on Mexico City Tourist Authority's activity after the terrorist attacks in the US for "Trends in Travel" section. • Sent photo of Carlos Mackinlay to Jeff Foley and Lucille Sitra.	Complete. Complete.
Event Support		
• IT&ME	• Arranged three interviews for Ruth Sokol; Carmen Letscher attended to provide media support. - Betsy Bair, The Meetings Group; - Lynne Richardson, Meetings West; - Rebecca Meany, Successful Meetings. • Followed up with media after event.	Complete. Complete.

• Consejo Breakfast in Miami	• Suggested additional media to invite to event. Liased with Consejo in Miami and Manuel Montelongo to confirm details of the event. • Followed-up with writers who attended event. • Prepared talking points and PowerPoint presentation for October 25, 2001 breakfast. Karen Weiner Escalera attended.	Complete. Complete. Complete.
• ASTA	• Submitted Carlos Mackinlay speech for review; follow-up to secure interviews with Hispanic media. • Drafted talking points and presentation. • Invited media to press conference. • Arranging interviews with Hispanic media for Carlos Mackinlay.	Complete. Complete. In progress. In progress.
• ACTA	• Researched and discussed with Manuel Montelongo, but decided not to participate due to timing.	Complete.

• USTOA	• Submitted overview of organization, trade show details and membership information for review.	In progress.
• News Bureau Initiative		
Eric Enright, *Meetings and Conventions*	• Provided information on the latest developments in the meetings and leisure markets in Mexico City.	Complete.
Reyna Katz, *Meeting News*	• Provided information on new hotels and meeting venues in Mexico City and discussed new CD-ROM.	Complete.
Anita Epler, *Meetings411.com, Meetings West*	• Sent latest information about meetings in Mexico City, including CD-ROM release.	Complete.
Heidi Genoist, *Tradeshow Week*	• Sent information and slides for guide to Mexico.	Complete.
Lydia Gregory-Fernandez, *Recommend*	• Sent information and arranged interview with Leticia Coello for Mexico Meeting Planners Guide 2002.	Complete.
Presentations and Speeches		
• JATA (Peking)	• Began research for support	In progress.

	statistics/information for Leticia Coello speech; write speech.	
Congresses and Conventions		
• Monthly Meeting	• Met with client to discuss possible meetings/ conventions to promote.	Complete.
• Meetings Industry Trend Report	• Researched and prepared report. Submitted report on October 31, 2001 for translation.	Complete.
• Press Kit	• Finalized content for meetings press kit and forwarded to client • Keep updating as new information becomes available.	Complete. Ongoing.
• Promotional Plan	• Awaiting feedback or changes from Enriqueta Lavin following September 27, 2001 presentation.	Pending.
• Editorial Calendar	• Monitor editorial calendars for meetings media.	Ongoing.
General Counsel / Account Support		
• Photo Sessions	• Arranging for holiday	Pending.

	photos of Mexico City to be taken for use in 2002.	
• Travel Crisis/Working 0Together Seminar in Houston.	• Contacted Jorge Davila of the Houston Consejo to ask for his assistance in obtaining information from the event. • Jorge Davila does not recommend ever working with the organizers of this event. Forwarded recommendation to Manuel Montelongo.	Complete. Complete.
• Cartographers Limited	• Provide logos for Mexico City maps. • Reviewed final layout. • Requested maps be sent to Manuel Montelongo.	Complete. Complete. Pending.
Crisis		
• Media Monitoring	• Drafted crisis statement in response to Arizona Republic article on kidnapping and crime in Mexico City for client to review. • Monitoring all media for potential crisis situations.	Complete. Ongoing.

MEXICO CITY NOVEMBER 2001 MONTHLY REPORT

INITIATIVE	ACTION	STATUS
Information Program		
• Consumer Trend Report	• Researched information and prepared report on November 30, 2001. • Translating report. • Researching information for December report.	Complete. Will forward to client. In progress.
• Presentation to Fondo Mixto	• Presentation took place on November 28, 2001. • Arranged logistics, invitation list and prepared presentation for Carlos Mackinlay and public relations presentation given by Karen Weiner Escalera.	Complete. Complete.
• Marketing Partner Newsletter	• Finalized distribution list and layout. • Distributed at November 28, 2001 presentation and completing distribution by mail.	Complete. In progress.
• Foreign Correspondents Briefing	• Will take place in February 2002.	Pending.
Tourism Industry Relations		

• Trend Report	• Researched information and prepared for November 30, 2001. • Translating report. • Researching information for December report.	Complete. Will forward to client. In progress.
• Consejo Offices	• Sent information and held conference calls with four Consejo offices: -Guillermo Equiarte Bendimez (Montreal); -Jorge Gamboa (LA); -Carlos Hampe (Vancouver); -Jorge Davila (Houston). • Compiling report. • Scheduling follow-up conference calls.	Compiling report. In progress. In progress.
• Tour Operator Outreach	• Sent press kit on Mexico City to Charley Zhou at Amigo Vacations in Canada. • Researched Frida Kahlo tour operator package. • Spoke to International Design Seminars about past Frida trips they organized. • Sent follow-up information and contacted three Tour Operators: -Apple Vacations; -Painted Desert Tours;	Complete. Complete. Complete. Complete.

	-Amigo Vacations.	
Newsletter	• Completed and distributed at Marketing Partner presentation. • Distributing to database.	Complete. In progress.
Consumer Relations		
• Quiz Shows	• Finalizing packages to forward to Jeopardy.	In progress.
• Radio Promotions	• Approved two-week run of promotional spots for Hispanic Radio Network; began making travel arrangements for on-location broadcast spots to run in January 2002.	Complete.
• Consumer Promotions	• Following up and continuing to develop opportunities for partnerships for 2002. - Nordstrom; - Hartman Luggage; - Samsonite; - Federated Department Stores (Macy's, Bloomingdales, Burdines) • Sending recap of promotional opportunities to client • Contacted Hyatt Coral	In progress. In progress. In progress.

	Gables about possible food promotions. They expressed interest.	
• James Beard House	• Event scheduled for January 10th, 2001. • Translated and forwarded all information from El Bajio to the James Beard House. • Provided information for the text of the newsletter. Will work with the James Beard House on the text. • Drafted press release on the dinner. • Drafting memo for client on the status of the event.	Confirmed. Complete. In progress. Awaiting Manuel Montelongo's approval. Will forward.
• The Year of Frida Kahlo	• Arranging meeting with the Office of Foreign Affairs. Scheduling meeting with possible exhibiters. • Sent information to Museo del Barrio and The American Craft Museum who requested more information on the artists. • Drafting letter to Juan Garcia of Aeromexico to inform him of event and requesting participation. • Researching hotel special menu promotion tie-in with event.	In progress. In progress. In progress. In progress.

• Marathon Event	• Mass Ideas and Carlos Mackinlay met with Mexico City Marathon organizers to discuss event and ways in which FM can become involved. • KWE contacted NY Roadrunners, a major sponsor of the NY Marathon to discuss ideas to attract more runners to Mexico City.	In progress. Will forward a recap of some ideas.
Investor Relations		
• Promotional Plan Bulletin	• Presented outline to Dra. Campos and Francisco Ruiz. • Karen Weiner Escalera and Alan Parter met with Francisco Ruiz and Luis Trujillo to discuss outline and next steps of plan and to tour the corridors on November 26-27, 2001.	In progress. Complete.
• Tourism Corridors Bulletin	• Finalized layout and copy. • Distributing bulletin.	Complete. In progress.
• Video News Release	• Arranging videographer to interview Dr. Campos and shoot film for Tourism Corridors. Drafting script.	In progress.
• Press Trip	• Compiling pitch letter, itinerary and target list of	In progress.

	journalists.	
Media Relations		
• Press Trips	• Day of the Dead press trip on November 1 - 4, 2001. Katie Barr hosted seven journalists, including: - Dagan McCann, *freelance journalist* - Gerry Fitzpatrick, *Doctor's Review* - Carloyne Parent, *Le Devoir* - Maxine Cass, *TravelAge West* - Sherrie Nachman, *The American Lawyer* - Mary Ellen Schultz, *Travel World News* - Luis Miguel Arce Gracey, photographer for *The American Lawyer* • Frida Kahlo press trip scheduled December 6-9, 2001. Eight participants confirmed. Working with Manuel Montelongo and Alejandra Ceniceros on itinerary, hotel and other arrangements.	Complete. In progress.
• Press Releases	• Holiday Packages release distributed to the following English and Hispanic media in the US and Canada: -Newspapers with	Complete.

	circulation over 50,000; -KWE internal list; -Foreign correspondents; -Websites; -SATW writers with relevant interests; -Trade publications.	
	• Minimalist & Maximilist release in Spanish distributed to Hispanic media.	Complete.
	• Tourism Corridors will be distributed after December 6, 2001 press conference.	Pending.
	• Distributing release on Ling Ling's arrival at the Chapultepec Zoo. Photo will accompany the release.	In progress.
	• Drafting Historic Venues release.	In Progress.
	• Drafting Mexico City News Shorts release.	In progress.
• Press Kit	• Forwarded 20 English and 20 Spanish press kits on disk to Manuel Montelongo.	Complete.
	• Transferred English and Spanish kits onto CD-Rom for all attendees of November 28, 2001 breakfast.	Complete.
	• Updated press kits to reflect new area codes in Mexico City.	Complete.

• Story Placement		
Insurance Meetings Management (Boca Raton, FL)	• Story on the Fiesta Americana Grand Chapultepec in Mexico City appeared in the September/October 2001 issue.	Complete.
Donald Telfer, *Sunday Sun* (Toronto, ON) (Canada) (press trip participant)	• Story on attractions in Mexico City appeared in September 30, 2001 issue.	Complete.
Successful Meetings	• Story on grand openings and renovations in Mexico City appeared in the October 2001 issue.	Complete.
Patricia Alisau, *Recommend*	• Story on ancient sites in Mexico City appeared in October 2001 issue.	Complete.
Eric Enright, *Meetings & Conventions*	• Story on meeting destinations in Mexico City appeared in October 2001 issue.	Complete.
Meetings & Incentive Travel	• Story on improving tourism markets in Mexico City appeared in October 2001 issue.	Complete.
Bronx Pennysaver	• Story on hotel packages in Mexico City appeared in October 4, 2001 issue.	Complete.

Luiane Lee, *Commerical Appeal* (Memphis, TN) (press trip participant)	• Story on architecture in Mexico City appeared in October 7, 2001 issue.	Complete.
Susan Murphy-Larronde, *Milwaukee Journal Sentinel* (press trip participant)	• Story on shopping in Mexico City appeared in the October 7, 2001 issue.	Complete.
Stockton Record (CA)	• Story on sound and light show appeared in October 21, 2001 issue.	Complete.
La Prensa Hispana (Glendale,CA)	• Story on saving money in Mexico City appeared in October 24, 2001 issue.	Complete.
Salt Lake Tribune	• Story on Metropolitan Cathedral in Mexico City appeared in October 28, 2001 issue.	Complete.
Isobel Warren, *Good Times*	• Story on Metropolitan Cathedral in Mexico City appeared in November 2001.	Complete.
Jim Glab, *Travel & Leisure*	• Story on the Melia Mexico Reforma Hotel appeared in the November 2001 issue.	Complete.
Luisa Arellano, *Travel Agent*	• Story on improving tourism markets in Mexico City appeared in November 2001 issue.	Complete.
La Prensa San Diego	• Story on airport security appeared in November 2,	Complete.

	2001 issue.	
Jane Bussey, *Miami Herald* (individual press visit)	• Story on history and culture in Mexico City appeared in November 4, 2001 issues. Also syndicated to Los Angeles Daily News, San Bernardino Sun, San Gabriel Valley Tribune, Long-Beach Press-Telegram, Pasadena Star News, Whittier Daily News. • Story on Mexico City cuisine appeared in November 4, 2001 issue of the Los Angeles Daily News.	Complete. Complete.
Michelle Richmond, *ASTA Congress Daily*	• Story on hotel packages appeared in November 6, 2001 issue.	Complete.

Jorge Sidron, *Travel Management Daily*	• Story on tourism corridors appeared in November 7, 2001 issue.	Complete.
South Florida Sun-Sentinel	• Story on Metropolitan Cathedral in Mexico City appeared in November 11, 2001	Complete.
Gary Lee, *The Washington Post*	• Story on security and hotel deals in Mexico City appeared in the November 11, 2001 issue, result of interview with Carlos Mackinaly. • Story on security and hotel deals in Mexico City appeared in November 12, 2001 online edition.	Complete. Complete.
Erin Cassin, *GlobeSt.com* (New York, NY)	• Story on hotel discounts in Mexico City appeared in November 12, 2001 online edition.	Complete.
Grant Flowers, *Travel Weekly*	• Story on North American tourism in Mexico City appeared in November 19, 2001 issue.	Complete.
Frances Shemanski, Newark *Star Ledger*	• Story on the Feast of the Virgin Guadalupe in Mexico City appeared in November 25, 2001 issue.	Complete.
Jorge Sidron, Travel Weekly	• Story on "must-see sites" in Mexico City appeared in November 26, 2001 issue.	Complete.

Jorge Sidron, Travel Weekly	• Story on hotel renovations in Mexico City appeared in November 26, 2001 issue.	Complete.
• Broadcast		
Ming's Quest, The Food Network	• Episodes to air this year: - Cactus/Agave episode to air on December 5, 2001 at 10 pm. Features include: Four Season's Chef Eduardo; Mexico City history; pictures; tequila standup from the Four Seasons with the tequila master. - Chiles episode to air December 19, 2001. Features include: entire segment from one market in Mexico City; footage of the city.	Complete.
Casa y Estilo Internacional	• Segment to air late 2001 or early 2002.	Pending.
Radio New Release	• Drafted text in English and Spanish for Carlos Mackinlay on Holiday packages. Arranged for Carlos to record sound bites on November 13, 2001. • Radio News Release aired on November 16, 2001. Report included.	Complete. Complete.

Travel World Radio	• Executive producer and host visited on November 20-24, 2001. Arranged itinerary and interviews with Alejandra Ceniceros. • Show scheduled to air on January 5, 2002.	Complete. Pending.
TV Pitching	• Researched possibility of new PBS series "Smart Travels in Europe with Rudy Maxa" moving on to cover destinations outside of Europe.	Forwarding information to keep on file.
• News Bureau Initiative		
Carol Otteson, *American Gardener*	• Provided information on Mexico City for possible story placement.	Complete.
Mario Mercado, *Travel and Leisure*	• Sent safety tips and information on taxi changes in Mexico City for possible story placement. • Helped fact-check information on Mexico City for possible story placement in January 2002 issue.	Complete. Complete.
Itzel Steward, *La Semana*	• Provided information on holiday hotel packages in Mexico City for possible story placement.	Complete.
Lisa Fann, *Hemispheres*	• Provided information on	Complete.

Calendar	Chapultepec Park Zoo in Mexico City for possible story placement.	
Sari Henry, *The Washington Flyer*	• Provided slides of Polanco in Mexico City for possible story placement in upcoming article on Mexico City.	Complete.
Pedro Pinto, *Periodico Hoy*	• Sent slides of Mexico City for possible story placement.	Complete.
Wade Lambert, *The Wall Street Journal*	• Provided information on the Frida Stamp and movie for possible story placement.	Complete.
Liz Ozaist, *More*	• Sent press kit for possible story placement.	Complete.
Nilou Motamed, *Travel & Leisure*	• Provided information about Christmas in Mexico City for possible story placement in the 2002 holiday issue.	Complete.
Jorge Sidron, *Travel Weekly*	• Sent "3 Days in Mexico City" release from press kit for possible story placement.	Complete.
Amaury Santiago, *Miami Herald*	• Sent information on hotel representatives for possible story placement.	Complete.
Kendall Cronstrom, *House*	• Sent press kit on Mexico	Complete.

Beautiful	City for possible story placement.	
Carolyn Parent, *Le Devoir* (press trip participant)	• Sent slides of Mexico City for possible story placement in December 7, 2001 issue.	Complete.
Laurie Levans, *ASTA Agency Management*	• Provided information on holiday packages in Mexico City for possible story placement.	Complete.
Brenda Hoerle, Bergen *Record*	• Sent Mexico City press kit for possible story placement.	Complete.
Hal Herman, *Recommend*	• Sent description of Mexico City cuisine for possible story placement on www.culinary-travel.com	Complete.
Fernando Fernandez, *The Lion en Espanol*	• Sent English and Spanish press kits on Mexico City for possible story placement.	Complete.
Karen Cordia, *Architectural Digest*	• Sent slides, information on Luis Barragan and press kit on Mexico City for possible story placement.	Complete.
Fernando Diaz, *Oye!*	• Sent English and Spanish press kits on Mexico City for possible story placement.	Complete.
Barbara Beckly, *Association*	• Provided information on	Complete.

News	Mexico City airport for possible story placement.	
Steven F. Gray, *Mature Life*	• Provided information about Insurgentes in Mexico City for possible story placement.	Complete.
Judy Kirkwood, *Celebrated Living*	• Sent Frida Kahlo release and Mexico City press kit for possible story placement.	Complete.
Event Support		
• ASTA	KWE scheduled press conference for Monday, November 5, 2001 and coordinated all details including: • Made hotel and activity arrangements for Manuel Montelongo and Carlos Mackinlay • Q&A points, speech and PowerPoint presentation for Carlos Mackinlay • Prepared press kits and additional information for media • Invited media and conducted follow-up to secure attendance • Scheduled interview with CNN Hispanic Network • Coordinated f&b and a/v for press conference • Followed up with media after event	• Complete.

Presentations and Speeches		
• JATA	• Drafted speech and press release for Leticia Coello.	Complete.
Congresses and Conventions		
• Monthly Meeting	• Meetings scheduled each month with either Enriqueta Lavin or Leticia Coello to obtain information about the latest initiatives and programs as well as conventions coming to Mexico City that would be good for PR.	• Ongoing.
• Meetings Industry Trend Report	• Researched and submitted November report for translation. • Researching information for December report.	Complete. In progress.
• Promotional Plan	• Submitted budget for plan upon request from Enriqueta Lavín.	Awaiting feedback based on budget.
• Speaking Opportunities	Contacting meeting-related organizations/associations (ASAE, IACVB, MPI, SITE, etc.) to secure speaking engagements for Leticia Coello. • IACVB Annual Meeting &	Ongoing.

	Convention is held in February and Lic. Coello's name has been submitted as a potential speaker. • ASAE has several events next year including their Annual Meeting & Trade show in August for which Lic. Coello is being considered for speaking. • MPI's Mexico City chapter is working with the NY Consejo office to develop seminars for meeting planners. KWE and the CVB are maintaining contact on this project to make sure Lic. Coello is included as a speaker.	

• News Bureau Initiative		
Eric Enright, *Meetings and Conventions*	• Provided information about what's to come for early next year in Mexico City.	Complete.
Kelle Larkin, *Meetings and Incentives Magazine*	• Provided the latest information about meetings in Mexico City, particularly about historic venues.	Complete.
Betsy Bair, *The Meetings Group*	Provided photos of Chapultepec Castle for historic venues story.	Complete.
Tina Benitez, *Incentive Magazine*	• Requested a contact that has brought incentive groups to Mexico City. Also interested in speaking to Enriqueta Lavín.	Complete.
General Counsel / Account Support		
• World Travel Mart	• Sent 20 press kits to London show location per Manuel Montelongo.	Complete.
• Travel Holiday Magazine	• As per clients request, wrote 50 word statement on MCTA's activity after the terrorists attacks in the US Trends in Travel Section.	Complete.

• Fleishman-Hillard	• Provided extensive information on hotel packages in Mexico City and contact information on hotels in Mexico City for their newsletter on Mexico.	Complete.
• Radio Unica	• Obtained complete list of broadcast dates. • Trying to obtain copies of the broadcast from Ivan Davila.	List was also sent to Manuel Montelongo. Pending.
• Aviacsa	• Trying to obtain copies of radio spots.	Pending.
• Photo Sessions	• Arranging for holiday photos of Mexico City to be taken for use in 2002.	Pending.
• Travel Crisis/Working Together Seminar in Houston.	• Jorge Davila of the Houston Consejo does not recommend taking part in the event.	Complete.
Crisis		
• Media Monitoring	• Monitoring all media for potential crisis situations. • Drafted recommendations for the Arizona Repulic article from October 28, 2001. • Drafted immediate recommendations for news	Ongoing. Forwarded to Manuel Montelongo. Forwarded to client.

	article on study that found lung damage in healthy children in Mexico City that ran in the Associated Press on November 29, 2001.	
• Crisis Manual	• As per client request, added Karen Wiener Escalera, Delia Amezquita, and John Mullane to contact list for any crises. • Updated phone numbers to reflect the area code change in Mexico City. • Drafted strategies for scenario of corruption. Will translate and forward to client.	Complete. Complete. In progress.
• Media Training	• Training session for Leticia Coello, Enriqueta Lavin, Brun, Francisco Ruiz, Jose Luis Menchelli took place on November 12-13, 2001.	Complete.

MEXICO CITY DECEMBER 2001 MONTHLY REPORT

INITIATIVE	ACTION	STATUS
Information Program		
• Consumer Trend Report	• Researched information, prepared and translated report.	Sent to client.
• Presentation to Fondo Mixto	• Followed up with all attendees by distributing any requested information. • Gave four copies of Karen Weiner Escalera's presentation to Lic. Montelongo.	Complete. Complete.
• Marketing Partner Newsletter (*Visión Turística)*	• Distribution to hotels and restaurants through Lic. Menchelli and Lic. Olivella. • Met with Lic. Montelongo and Lic. Mackinlay to discuss topic for the second newsletter. • Drafted text and finalized layouts for second newsletter.	Complete. Complete. Awaiting client approval.
• Foreign Correspondents Briefing	• Will take place February 21, 2002.	Pending.
Tourism Industry Relations		
• Trend Report	• Researched information, prepared and translated	Sent to client.

	report.	
• Consejo Offices	• Sent newsletters and follow-up notes to all US and Canadian Consejo offices. • Sent final memo to Lic. Montelongo outlining the results of the four-month outreach.	Complete. Complete.
• Tour Operator Outreach	• Sent December report to client.	Complete.
• Industry Newsletter	• Distributed newsletter.	Complete.
Consumer Relations		
• Quiz Shows	• Forwarded packages to forward Jeopardy. • Awaiting air date of packages.	Complete. Pending.
• Radio Promotions	• Three members of the Hispanic Radio Network were in Mexico City from December 12 – 16, 2001 to gather material for one-week run of promotional spots in early 2002. • Arranged airfare, airport transfers and hotel accommodations while in Mexico City.	Complete. Complete.

	• Worked with Lic. Montelongo and Lic. Ceniceros to arrange the following interviews: -Graciela de la Torre, Director of MUNAL museum; -Carlos Mackinaly; -Arturo Garcia Bustos; -Rina Lazos; -Patricia Quintana; -Rafael Cruz, archeologist for the Museum of Anthropology. • Promotional spots ran on HRN December 3-16, 2001.	Complete. Forwarded CD's of the promotional spots to client.
• Consumer Promotions	• Received statistics from Luis Truijillo and forwarded to potential partners for 2002 promotions. • Presented final recap memo to client of all efforts regarding consumer promotions with a recommendation that in the new program agency or client move forward with the Hyatt Regency Coral Gables culinary promotional partnership.	Complete. Complete.
• James Beard House, January 10, 2002.	• Forwarded information on logistics of dinner to El Bajío. • KWE arranged for tequila donations from Sauza Commerativo and wine donations from Fetzer	Complete. Complete.

	vineyards.	
	• The JBH, KWE, El Bajío and MI had a conference call to finalize all details regarding the menu, ingredients, cutlery, flowers, linen and photography.	KWE to met with the JBH to finalize all details.
	• Secured airline tickets for three chefs from El Bajío and Manuel Montelongo.	Complete.
	• Invited top culinary media in the New York area, including: - Bret Thorn, *Nation's Restaurant News;* - Ira Kleinman, *The Restaurant, Food, Theater and Travel Show;* - Shelley Wiseman, *Gourmet;* - Lori Powell, *Gourmet;* - Andy Harris, *Taste Magazine;* - Regina Schrambling, *New York Times.*	Complete.
	• Secured hotel rooms for three chefs and Manuel Montelongo.	Complete.
	• KWE printed special menus and arranged flowers for the tables, special tablecloths, a prep kitchen for three chefs to use before dinner, music during the event, food donations. Ordered all ingredients for the dinner and a photographer.	Complete.

	• Arranging appointments for Lic. Montelongo with Marisa Lopez, the Mexican Cultural Institute and the U.S. Mexico Chamber of Commerce.	In progress.
• The Year of Frida Kahlo	• Sent information to Museo del Barrio, The American Craft Museum and the Cultural Institutes in New York, Miami, and Chicago. • Awaiting estimate of second curator.	Complete. Upon receipt of second proposal, KWE will work with MI and MM to determine the next step.
• Marathon Event	• Sent final memo to Lic. Mackinlay and Lic. Montelongo on ideas for the 2002 and 2003 marathons.	Complete.
Investor Relations		
• Promotional Plan	• Finalizing for completion in early 2002.	Pending.
• Tourism Corridors Bulletin (*El Paseo*)	• Distributed Spanish bulletin at the Marketing Partners breakfast on November 28 and at the Tourism Corridors inauguration on December 6. • Distributing English bulletin to target audiences	Pending. In progress.

	including business, financial, tourism and investment media as well as Consejo offices and the Mexico City dedicated list United States and Canada. • Drafting text for second bulletin.	 In progress.
• Video News Release	• KWE submitted script for Dra. Campos. • Massideas arranging videographer to film interview and other Tourism Corridors material.	Complete. To be held the first week of February if Dra. Campos scheduling permits.
• Tourism Corridors Press Trip	• Compiling pitch letter, itinerary and target list of journalists. Forwarded to Lic. Ruiz. • Trip will take place February 20-24, 2002.	Awaiting approval / comments. Pending.
• Interviews	Contacting travel and hospitality industry trades to secure interviews for Lic. Francisco Ruiz to discuss hotel developments, the tourism corridors and investment in Mexico City's tourism industry. • Hotels Magazine showed interest in interviews for the March issue Global Update, but Lic. Ruiz was not able to meet the deadline due to scheduling conflicts; other arrangements have been made for e-mail interview	

	for April issue. • Another writer from Hotels Magazine will interview Lic. Ruiz to get background for the October Latin America issue. • Other publications that have shown interest, but are awaiting a curriculum vitae for Lic. Ruiz are: • Business Travel News • Hotel Business • Hotelier (Canada) • Lodging Hospitality • National Hotel Executive • Hotel & Motel Management	
Media Relations		
• Press Trips	• Frida Kahlo press trip on December 6-9, 2001. Katie Barr hosted a group of eight journalists: - Andy Harris, *Taste Magazine* - Michelle Richmond, *ASTA Agency Management* - Lucy Byard, *Coast* - Cheryl Farr Leas, *Continental Magazine* - Michelle Koidin, *San Antonio News Express* - Judy Ross, *Toronto Globe & Mail* - Sally Moore, *Attache*	Complete.

	- Melanie Reffes, *Travel World Radio & KEYT*	
	• Worked with Manuel Montelongo and Alejandra Ceniceros on visit for Fernando Diaz, Editor-in-Chief of Oye!, December/January visit.	Complete.
	• Arranged interview for Oye! with Dr. Ruth Lechuga.	Complete.
	• Working with Manuel Montelongo and Alejandra Ceniceros on obtaining permits for Stella Johnson's January visit for photographs for Continental's cover story.	In progress.
	• KWE met with Kendell Cronstrom, Deputy Editor of House Beautiful to discuss spring/summer 2002 visit to Mexico City for a feature story.	Provided follow-up information on hotels, restaurants and museums in Mexico City. Will contact Kendell in early 2002 to arrange visit.
• Press Releases	• Distributed press release on the James Beard House dinner to New York media.	Complete.
	• Distributing Tourism Corridors release (with photo) with updated information from December 6, 2001 press conference. -Newspapers with circulation over 50,000; -Mexico City dedicated list;	Pending.

	-Foreign correspondents; -Websites; -SATW writers with relevant interests; -Trade publications.	
	• Translated release for distribution to Hispanic media.	Distribution in progress.
	• Distributed Historic Venues releases to: -Mexico City dedicated list; -Meeting Industry publications; -SATW writers with relevant interests; -Travel trades; - Newspapers with circulation over 50,000; - In-flight magazines.	Complete.
	• Distributed release about Historic Center Festival to: -Mexico City dedicated list; -SATW writers with relevant interests; -Travel trades; -Newspapers with circulation over 50,000; -In-flight magazines	Complete.

• Story Placement		
Patrica Alisau, *Recommend*	• Story on tourist attractions in Mexico City appeared in October 2001 issue.	Complete.
Greenville Observer (Greenville, RI)	• Story on hotel packages in Mexico City appeared in October 10, 2001 issue.	Complete.
Paul D. Kretkowski, *Meetings West*	• Story on meetings and conventions in Mexico City appeared in the November 2001 issue.	Complete.
Que Pasa (St. Louis, MO)	• Story hotel packages in Mexico City appeared in the November 2001 issue.	Complete.
La Voz Hispanic (Pasco, WA)	• Story on hotel packages in Mexico City appeared in the November 8, 2001 issue.	Complete.
Suzanne Murphy Larronde, *Saludos Hispanos* (press trip participant)	• Story on shopping in Mexico City appeared in Fall 2001 issue.	Complete.
Stanley H. Murray, *Stitches* (press trip participant)	• Story on history, culture, and shopping in Mexico City appeared in November 2001 issue.	Complete.
Sun-Sentinel (Fort Lauderdale, FL)	• Story on Mexico City's Metropolitan Cathedral appeared in November 11,	Complete.

	2001 issue.	
La Opinion (Los Angeles, CA)	• Story on hotel packages in Mexico City appeared in November 13, 2001 issue.	Complete.
Laredo Morning Times (Laredo, TX)	• Story on hotel packages Mexico City appeared in November 16, 2001 issue.	Complete.
Luaine Lee, *Press Dispatch* (Victorville, CA) press trip participant	• Story on cultural and historical sites in Mexico City appeared in the November 18, 2001 issue.	Complete.

El Mensajero (San Francisco)	• Story on Christmas festivities in Mexico City appeared in November 23, 2001 issue.	Complete.
Gary Lee, *Washington Post*	• Story on hotel packages in Mexico City appeared in November 25, 2001 issue of *Times* (Trenton, NJ) and was syndicated to the following papers: - November 25, 2001 *Sunday Gazette* (Schenectady, NY). - November 25, 2001 *Buffalo News* (NY). - November 25, 2001 *Statesman Journal* (Salem, OR). - November 25, 2001 *Santa Fe New Mexican.*	Complete.
Twcrossroads (New York, NY)	• Story on art and culture in Mexico City appeared in November 26, 2001 online edition.	Complete.
Arlington Heights Journal (Des Plaines, IL)	• Story about museums in Mexico City appeared in November 29, 2001 issue.	Complete.
Vocero Hispano (Worchester, MA)	• Story on hotels in Mexico City appreared in November 30, 2001 issue.	Complete.

National Minority Review	• Story on hotel packages in Mexico City appeared in December 2001 issue.	Complete.
Carolynn Carreno, *Saveur* (press trip participant)	• Story about culture and cuisine in Mexico City appeared in December 2001 issue.	
Hemispheres	• Story on Christmas traditions in Mexico City appeared in December 2001 issue.	Complete.
El Mexicano	• Story on hotel packages in Mexico City appeared in December 1, 2001 issue.	Complete.
Fabiola Santiago *(Miami Herald)*	• Story on shopping and tourist attractions in Mexico City appeared in December 2, 2001 issue of *The Herald* (FL) and was syndicated to: - December 16, 2001 *The Journal News* (White Plains, NY) - December 16, 2001 *The Buffalo News* (NY). - December 16, 2001 *El Nuevo Herald* (Miami, FL). - December 16, 2001 *Sunday Courier-News* (Bridgewater, NJ) - December 16, 2001 *Poughkeepsie Journal*	Complete.

	(NY)	
Cynthia V. Campbell, *Sunday Advocate* (Baton Rouge, LA)	• Story on holiday bargains in Mexico City appeared in the December 2, 2001 issue.	Complete.
Carolyne Parent, *Le Devoir* (press trip participant)	• Story on Frida Kahlo and Mexico City appeared in December 14, 2001 issue.	Complete.
Lisa Coleman, *Salt Lake Tribune*	• Story on history and culture in Mexico City appeared in December 16, 2001 issue.	Complete.
Michelle Richmond, *The Middletown Press* (Middletown, CT)	• Story on hotel packages in Mexico City appeared in December 20, 2001 issue.	Complete.

Rafer Guzman & Jane Costello, *The Wall Street Journal*	• Story on Fiesta Americana Grand Chapultepec hotel in Mexico City appeared in December 21, 2001 issue.	Complete.
La Prensa (San Diego)	• Story on museums in Mexico City appeared in December 21, 2001 issue.	Complete.
The James Beard Foundation	• Story on dinner by El Bajio with the James Beard Foundation honoring Frida Kahlo and Diego Rivera's Mexico City appeared in the January 2002 issue.	Complete.
Guy Trebay, *Travel & Leisure*	• Story on museums, restaurants, and contemporary culture in Mexico City appeared in January 2002 issue.	Complete. 1
• Broadcast		
Ming's Quest, The Food Network	• Episodes aired this year: - Cactus/Agave episode aired on December 5, 2001 at 10 pm. Features included: Four Season's Chef Eduardo; Mexico City history; pictures; tequila standup from the Four Seasons with the tequila master. - Chiles episode aired December 19, 2001. Features include: entire segment from one market	Complete.

	in Mexico City; footage of the city.	
KEYT Melanie Reffes (press trip participant)	• Live broadcast from Mexico City on Frida Kahlo's Mexico City aired on December 8, 2001. • Will forward copy of broadcast to Lic. Montelongo.	Complete. Complete.
Casa y Estilo Internacional	• Segment to air early 2002.	Pending.
Travel World Radio	• Show scheduled to air on January 5, 2002. • Arranged for a live interview with Lic. Montelongo and Mr. Moreno and Mr. Agote from the Four Seasons.	Pending. Pending.
Planet Food -The Food Network	• Provided press kit and information on the following restaurants and markets in Mexico City for possible spring 2002 visit: -El Bajío -Izote -El Tajín -Ideal Pastry Shop -La Feria del Flor Más Bella del Ejido • Pitched "Plant Food Mexico" on story ideas. The production company will include Mexico City in the hour-long special.	Pending. Complete.

TV Pitching	• Pitched TODAY on Mexico City for "Where in the World is Matt Lauer." The agency followed up. The information is on file but the staff person there said that because of the events of September 11, 2001, they are not sure what kind of angle this year's segment will take and how they will handle international destinations. • Pitched Ling-Ling to National Geographic Channel. Spoke to Simone Swink who though it was a good fit for the National Geographic Today Program and will bring it up with her editors. The agency followed up with Simone at a later date and there has been no response yet.	Pending. Pending.
• News Bureau Initiative		
Eleanor Gray, *Chronicle-Herald* (Nova Scotia)	• Sent slides of Mexico City and information on the Condesa for possible story placement.	Complete.
Everett Potter	• Sent information about hotel packages in Mexico City for possible story placement.	Complete.
Jane Clark, *USA Today*	• Sent information on Frida Kahlo in Mexico City for possible story placement.	Complete.

Cassandra Day, *Middletown Press*	• Sent slides of Mexico City for possible story placement.	Complete.
Thruston Hatcher, *CNN.com*	• Sent information about Christmas in Mexico City for possible story placement.	Complete.
Sandy Edry, *NY Daily News*	• Sent information about Christmas in Mexico City for possible story placement.	Complete.
Caren Cordia, *Architechtural Digest*	• Sent information on the Casa Vieja Hotel for possible story placement.	Complete.
Jan Shepherd, *The Boston Globe*	• Fact checked story and sent photo of Ling-Ling for possible story placement.	Complete.

Rosana Ubanell, *American Airlines Nexos*	• Sent information on Frida Kahlo in Mexico City and tie-in with movie for possible story placement.	Complete
Maxine Kass, *Travel AgeWest* (press trip participant)	• Sent information on markets and new tourist buses in Mexico City for possible story placement.	Complete.
Michelle Koidin, *San Antonio Express News* (press trip participant)	• Fact-checked article on Frida Kahlo and Mexico City for January story.	Complete.
Cheryl Farr Leas, *Continental Magazine* (press trip participant)	• Provided information on restaurants and museums in Mexico City for spring 2002 cover story.	Complete.
Judy Ross, *Toronto Globe & Mail* (press trip participant)	• Provided information on museums in Mexico City for possible story placement.	Complete.
Lucy Byard, *Coast Magazine* (press trip participant)	• Provided information on the tourism corridors for upcoming story.	Complete.
Judy Mandell, *More*	• Provided information on Four Seasons Cultural Program in Mexico City for possible story placement.	Complete.
William Loeffler, *The Pittsburgh Tribune-Review*	• Provided information on Casa de Bola, Luis Barragan's house in Mexico City, for possible story placement.	Complete

Rafer Guzman, *The Wall Street Journal*	• Provided information on the soap menu at the Fiesta Americana Grand Chapultepec in Mexico City for possible story placement.	Complete.
Larry Olmsted, *American Way* (press trip participant)	• Fact-checked information for story on Colonia Condesa for February or March issue.	Complete.
Congresses and Conventions		
• Monthly Meeting	• Meetings scheduled each month with either Enriqueta Lavin or Leticia Coello to obtain information about the latest initiatives and programs as well as conventions coming to Mexico City that would be good for PR.	Complete.
• Meetings Industry Trend Report	• Researched and submitted December report for translation.	Complete.
• Speaking Opportunities	Contacting meeting-related organizations/associations (ASAE, IACVB, MPI, SITE, etc.) to secure speaking engagements for Leticia Coello. • IACVB Annual Meeting &	Ongoing.

	Convention is held in February and Lic. Coello's name has been submitted as a potential speaker. • ASAE has several events next year including their Annual Meeting & Trade show in August for which Lic. Coello is being considered for speaking. • MPI's Mexico City chapter is working with the NY Consejo office to develop seminars for meeting planners. KWE and the CVB are maintaining contact on this project to make sure Lic. Coello is included as a speaker.	

• News Bureau Initiative		
Barbara Scofidio, *Corporate Meetings & Incentives*	• Sent information on meetings facilities in Mexico City for February issue.	Complete.
Peggy Bresnick, *Meeting News*	• Sent Information on the latest about meetings in Mexico City for March issue.	Complete.
Tyler Davidson, Meetings West	• Sent information on historic venues for April issue.	Complete.
Huberto Suarez	• Provided information about meetings in Mexico City for French publication.	Complete.
General Counsel / Account Support		
• Cartographers Limited	• Requested maps be sent to a warehouse as per Manuel Montelongo's request.	Complete.
• Radio Unica	• Trying to obtain copies of the broadcast from Ivan Davila through Denise Blaya.	Pending.
• Aviacsa	• Trying to obtain copies of radio spots.	Pending.
• Pierre Wolf	• Trying to obtain a copy of Carlos Mackinlay's	Pending.

	interview.	
• Fleishman-Hillard	• Provided information on meeting space and new hotels for a press release.	Complete.
• U.S.-Mexico Chamber of Commerce	• As per client request, sent 100 newsletters to Primavera Salva for their annual holiday party.	Complete.
• Aeromexico in Phoenix	• Sent 1,000 newsletters to Thelma Goucher to be distributed as part of the promotions they are working on for the new Salt Lake City – Mexico City route.	Complete.
• Photography	• Arranged for photographs to be taken of the Tourism Corridors inauguration and holiday decorations.	Will forward copies to Lic. Montelongo.
Crisis		
• Media Monitoring	• Monitoring all media for potential crisis situations. • Japanese ambassador's statements on crime in Mexico City were presented to Leticia Coello during the JATA conference. Advised Leticia Coello to meet with ambassador in person to discuss what Mexico City	Ongoing. Forwarded to client.

	can do to make travel more secure for Japanese tastes and stress that it is important to meet their needs.	
• Crisis Manual	• MI and KWE finalizing manual. • Drafted and translated strategies for scenario of corruption.	Will forward complete version to client. Added to the crisis manual.

JANUARY & FEBRUARY 2002

PERIOD OF INACTIVITY PENDING RENEWAL OF CONTRACT.

INSERT B

Mexico City Tourism Authority
Period from September 1, 2001 to February 28, 2002

Invoices billed during period for services rendered & expense reimbursement:

DATE	AMOUNT
09/30/01	127,751.25
10/31/01	127,751.25
11/19/01	127,751.25
12/31/01	127,751.25
TOTAL	**511,005.00**

Monies received during period for services rendered and expense reimbursement:

DATE	AMOUNT
09/06/01	89,687.50
09/18/01	89,687.50
11/20/01	127,751.25
12/19/01	127,751.25
2/12/02	127,751.25
TOTAL	**562,628.75**

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

MONTH	AMOUNT
Sept 01	7,363.33
Oct 01	32,619.67
Nov 01	40,519.97
Dec 01	44,866.76
Jan 02	22,795.90
Feb 02	13,739.80
TOTAL	**161,905.43**