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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant <i>Lumina Strategies 3020 El Cerrito Plaza #113 El Cerrito CA 94530</i>	2. Registration No. <i>5624</i>
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3. Name of foreign principal <i>Venezuela Information Office</i>	4. Principal address of foreign principal <i>733 15th St, #437 Wash, DC 20005</i>
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5. Indicate whether your foreign principal is one of the following:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
 - Partnership
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - Other (specify): *Limited Liability Company*
- Individual-State nationality

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.
- b) Name and title of official with whom registrant deals.

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

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

8. If the foreign principal is not a foreign government or a foreign political party,

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

Lobby for Venezuelan government.

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal

Yes No

Owned by a foreign government, foreign political party, or other foreign principal

Yes No

Directed by a foreign government, foreign political party, or other foreign principal

Yes No

Controlled by a foreign government, foreign political party, or other foreign principal

Yes No

Financed by a foreign government, foreign political party, or other foreign principal

Yes No

Subsidized in part by a foreign government, foreign political party, or other foreign principal


Yes No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page must be used.)

The Venezuelan Information Office (VIO) is owned and controlled by Isarva Gilmond, and is contracted by the Venezuelan Embassy.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Isarva Gilmond owns and controls the VIO.

Date of Exhibit A	Name and Title	Signature
5/19/04	Michael Shellabarger, President, Lumina Strategics	

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant <i>Lumina Strategies</i>	2. Registration No. <i>5624</i>
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3. Name of Foreign Principal <i>Venezuelan Information Office</i>
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Check Appropriate Boxes:

- 4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
- 5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

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

See attached


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

See attached proposal

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Lumina will work with the Venezuelan Information Office to communicate with and educate the media and members of Congress

Date of Exhibit B	Name and Title	Signature
5/19/04	Michael Shellenbeger	

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which 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 the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

Exhibit B



Venezuela Communications Proposal
May 19, 2004

TO: Deborah James, Executive Director, VIO
FR: Michael Shellenberger, Lumina Strategies

Summary

I am proposing to work intensively with the VIO on strategy and media relations for six months starting on June 1. In November we would review our work together and decide whether to proceed beyond that. I am proposing six months because I believe it is the minimum amount of time that will be needed to evaluate the effectiveness of our effort to reframe the debate.

The services I am proposing can be divided into two categories: strategic and media relations.

1. On the strategic counsel side, I recommend you use me for regular strategy calls, coordination with lobbying, trips to Caracas, overseeing advertising, polling, specific exchanges, Internet activism and other projects.
2. On the media relations side, I recommend you use me to pitch stories proactively, gently correct wrong stories, work with Andres and the Ambassador on the U.S. tour and editorial board approach, and coordinate announcements coming out of Caracas. There is, inevitably, some ambiguity about my role that won't be clarified until we start working together and until you bring on new staff.

II. ACTIVITIES and DELIVERABLES

1. Oversee media relations
 - a. Respond to breaking news.
 - b. Develop and oversee media strategy relating to *reparo* and referendum process.
 - c. Travel to Venezuela for *reparo*.
 - d. Work with Caracas staff and others to get stories out.
2. Participate on regular strategy calls.
3. Travel to Venezuela up to once a month.
4. Write and work to place op-eds.

5. Work with Embassy and VIO to organize U.S. tour
 - Speeches, editorial board visits, and think-tank visits to New York, Chicago, Miami, Dallas, Houston, Ft. Worth, San Diego, L.A., and San Francisco in late May, before *reparo*.
 - Help arrange and attend meetings.
 - Help prepare Ambassador.
6. Internet Activism

The budget for this work would be \$60,000, not including out of pocket expenses.

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