

U.S. Department of Justice

Washington, DC 20530

Exhibit A to Registration Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at http://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 et seq., for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: http://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: http://www.fara.gov.

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, Counterespionage Section, National Security 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 and Address of Registrant Ogilvy Public Relations Worldwide 1111 19th Street NW, 10th Floor Washington DC 20036	2. Registration No. 5807
3. Name of Foreign Principal CCTV America	4. Principal Address of Foreign Principal 1099 New York Ave, NW Suite 430 Washington DC 20001

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) _____
- 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.

Broadcast News Bureau

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.)*

China Central Television is the national television station of the People's Republic of China. CCTV America is the bureau located in Washington DC. CCTV falls under the supervision of the State Administration of Radio, Film, and Television which is in turn subordinate to the State Council of the People's Republic Of China.

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.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
January 24, 2012	Andrew Kochar, Global CFO	/s/ Andrew Kochar eSigned

U.S. Department of Justice

Washington, DC 20530

Exhibit B to Registration Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

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. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

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, Counterespionage Section, National Security 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 Ogilvy Public Relations Worldwide	2. Registration No. 5807
3. Name of Foreign Principal CCTV America	

Check Appropriate Box:

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.

Ogilvy PR will provide strategic counsel, identify relevant parties to communications activities, and media relations to support the launch of CCTV America.

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

Please see the attached document - Ogilvy Follow Up Memo - 12/21/11.FINAL.

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.

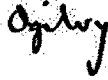
Ogilvy Public Relations Worldwide will work with CCTV America to communicate to the American public that CCTV America will provide compelling, comprehensive, and balanced news programming from an Asian perspective that is relevant to a global audience.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
January 24, 2012	Andrew Kochar, Global CFO	/s/ Andrew Kochar eSigned

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.



Ogilvy Public Relations Worldwide

MEMORANDUM

To: Roe Ruttenberg, CCTV Americas
From: Brendan Daly, Ogilvy Public Relations Worldwide
CC: Chris Graves, Jamie Moeller, Rory Davenport, Ogilvy
Date: December 21, 2011
Re: Proposal for CCTV Americas

We are pleased to provide you with the following proposal for Influencer Engagement and Media Relations, as outlined in our meeting of December 16, 2011.

Upon your agreement, we will forward our standard letter of agreement for your review and approval. We would then schedule a meeting for the first week of January to discuss planning and messaging.

As discussed, our fee would be at the rate of \$15,000 per month for professional services, for January, February, and March 2012. This would include:

- **Influencer engagement**
 - Provide strategic counsel
 - Develop message platform
 - Identify influential people in select categories and build database
 - Finance
 - Business
 - Opinion leader (think tanks, academia)
 - Public policy
 - Media
 - Manage database
 - Create an information packet and send it to potential third-parties
 - Arrange up to six meetings with potential third-parties
 - Arrange one salon dinner in Washington, DC or New York
 - Estimated number of guests: 8-12
- **Media relations support**
 - Identify journalists, columnists and bloggers to contact
 - Arrange interviews with select journalists and columnists and meetings with blogger

In addition, at your request, we can also help in the following two areas:

1. Strategic advice for a launch event
2. Materials for press and media outreach

For the launch event, we would strategize with you to help select a venue, a format, an invitation list for approximately 50 guests, as well as propose speakers and a topic to frame the event. If we were to be hired, we would meet with you in early January to think through the event and help you engage a professional event planner.

For the promotional materials, we will work with you to write a press release announcing the launch of the new show, as well as bios of selected senior management and on-air talent. In addition, we can work with you to develop other materials that can be a "leave behind" for meetings with influencers and potential guests. We think that the materials should be professionally written and designed, with an attractive layout, but not "too slick."

The emphasis should be on our overall message that CCTV Americas is the source for business news in and with China, with credentialed, experienced and trusted journalists doing in-depth stories and reporting.

We look forward to discussing these ideas with you in the coming days. As we noted in our meetings, we are excited about the prospect of working with you to help establish CCTV Americas as the program to watch to succeed in an interconnected global economy.

Matt Schoenfeld <mat.schoenfeld@ogilvy.com>

Fwd: FW: CCTV / Ogilvy

Brendan Daly <brendan.daly@ogilvy.com>
To: Matt Schoenfeld <mat.schoenfeld@ogilvy.com>
Cc: Kelly McMullin <kelly.mcmullin@ogilvy.com>

Tue, Jan 3, 2012 at 5:54 PM

Matt: CCTV has agreed to hire us, for three months at 15K a month. Can you pls use this email to establish a bill code for us? We began work on it today.

Thanks.

Brendan

----- Forwarded message -----

From: **Roe Ruttenberg** <roee.ruttenberg@cctv-america.com>

Date: Fri, Dec 23, 2011 at 4:16 PM

Subject: FW: CCTV / Ogilvy

To: Brendan Daly <brendan.daly@ogilvy.com>

Cc: Christopher Graves <Christopher.Graves@ogilvy.com>, "Davenport, Rory" <Rory.Davenport@ogilvy.com>, James Williams <james.williams@cctv-america.com>, Morgan Almeida <morgan.almeida@cctv-america.com>, Jim Laurie <jim.laurie@cctv-america.com>, Ma Jing <ma.jing@cctv-america.com>, Yahoo Box <cq_ju@yahoo.com>

Dear Brendan (et al),

Thank you very much for your presentations and efforts. We all agreed that Ogilvy's pitch stood out above the rest. We have decided to proceed with your firm, as discussed.

The terms of your memo, as attached here, are agreeable as a template for moving ahead, and they have been reviewed by CCTV America's Director General, Ma Jing.

We look forward to beginning our 3-month cooperation on January 3rd. Per Ma Jing, until further notice, I will serve as your CCTV America point-of-contact, and I will liaise with my colleagues.

On a personal note, let me just add how excited I am to be working with you. I think Ogilvy and CCTV are both global brands worthy of respect. I am confident that we will succeed with your support.

Best regards and warmest wishes for the holidays,

Roe

From: Brendan Daly [mailto:brendan.daly@ogilvy.com]

Sent: Wednesday, December 21, 2011 12:49 PM

<https://mail.google.com/mail/?ui=2&ik=985951dabc&view=pt&search=inbox...>

1/3/12

Cloud Mail - Fwd: FW: CCTV / Ogilvy

To: roecctv@gmail.com
Cc: Christopher Graves; Moeller, Jamie; Davenport, Rory
Subject: Follow-up memo

Hi Roee.

Good to speak with you the other night. Enclosed is a two-page memo outlining what Ogilvy can do with CCTV America, including how we would address a launch event and materials for press and media outreach.

We look forward to working with you.

All best.

Brendan

Brendan Daly
Executive Vice President
Ogilvy Public Relations Worldwide
1111 19th Street, NW
Washington, D.C. 20036
Direct: 202-729-4099
Cell: 646-520-7203

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CCTV-Ogilvy Follow up memo. 12.21.11.FINAL.doc
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