

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

**SUPPLEMENTAL STATEMENT**

*Pursuant to Section 2 of the Foreign Agents  
Registration Act of 1938, as Amended*

For Six Month Period Ending 29 JAN 1972  
(Insert date)

Name of Registrant  
Development Counsellors Intl., Ltd.

Registration No. 1421

Business Address of Registrant  
20 E. 46 St., New York, N. Y. 10017

**I - REGISTRANT**

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

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

2. Explain fully all changes, if any, indicated in Item 1.

Not applicable

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.**

3. 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
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Not applicable

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?  
Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
Not applicable				

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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes  No  Not applicable

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

Not applicable

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6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period?  
Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
Not applicable		

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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity?  
Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Not applicable			

II - FOREIGN PRINCIPAL

8. 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

not applicable

9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes  No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

Trinidad & Tobago Industrial Development  
Port of Spain, Trinidad, West Indies

Sept. 1971

10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

Nova Scotia Department of Industry & Trade Corp.  
Halifax, Nova Scotia, Canada

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 8, 9 and 10 of this statement? Yes  No

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

Nova Scotia Department of Trade & Industry  
Trinidad & Tobago Industrial Development Corp.)

---see attached monthly activity reports describing our services on behalf of these foreign principals.

<sup>1</sup>The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or 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 foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> 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.

Not applicable

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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.

Not applicable

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<sup>2</sup> The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 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 yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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(see attached listing of receipts-monies from foreign principals.)

\_\_\_\_\_  
Total

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 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:

<i>Name of foreign principal</i>	<i>Date Received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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Not applicable

<sup>3</sup> 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).

<sup>4</sup> 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 8, 9 and 10 of this statement? Yes  No

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

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.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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(see attached listing of disbursement-monies for foreign principals)

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Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes  No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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Not applicable

(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<sup>5</sup> 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:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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Not applicable

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V - POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes  No

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

17. Identify each such foreign principal.

Not applicable

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<sup>5</sup> 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.



26. EXHIBIT C

If you have previously filed an Exhibit C<sup>8</sup>, 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  NOT APPLICABLE

If no, please attach the required amendment. NOT APPLICABLE

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes  No

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

NOT APPLICABLE

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

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Ted M. Levine  
Ted M. Levine, President  
Emanuel T. Ellenis  
Emanuel T. Ellenis, Vice Pres.

Subscribed and sworn to before me at 20 East 46 Street, New York, N. Y. 10017

this 28 day of February, 1972

Malcolm H. Siegel  
(Signature of Notary Public)  
NOTARY PUBLIC, State of New York  
No. 03-37675/15  
Appointed for Bronx County  
Commission Expires March 30, 1973

My commission expires \_\_\_\_\_, 19\_\_\_\_

<sup>8</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, Internal Security Division, Department of Justice, Washington, D.C. 20530.



*Development Counsellors International, Ltd.*

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

August 31, 1971

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
5670 Spring Garden Road  
Halifax, Nova Scotia, Canada

Dear Stew:

Here is DCI's account of our major activities during the month of August on behalf of the Nova Scotia Information Service:

1. Press Tour, Sept. 12-16:

Furnished master list of 136 U.S. shipping and business editors which also included a sprinkling of the foreign press based in New York. Began to personally contact more influential editors and at month's end had 10 acceptances putting us in a good position. Acceptances include:

- . Reuters
- . Journal of Commerce
- . National Geographic News Service
- . Distribution World-Wide
- . Container News
- . Handling & Shipping
- . Traffic Management
- . Indianapolis News

2. N.Y. and Chicago Investment Luncheons, Oct. 12-14:

Began updating invitation lists, ordered lobster aprons, sign-in cards, etc.

3. N.Y. Daily News (circulation 3,100,000)

Harry Ryan, Assistant Travel Editor, went to Nova Scotia with his family as result of many discussions with DCI. DCI also arranged (thru Mr. Knight) for Ryan's trip. Result: a major full page travel story on Nova Scotia in the Sunday edition---largest circulation in the world.

4. Business Management:

Furnished with excellent Nova Scotia industrial and transportation photographs for October issue which will be devoted to industrial development trends in North America.

(more)

5. Nation's Business:

Also provided black and white photographs to this top business publication for their industrial development issue scheduled for publication in the fall.

6. Super Tanker Picture Story:

Drafted caption for pictures of the 325,000 ton Gulf Oil super tanker docking at the Strait of Canse. Sent to 25 U.S. oil and shipping publications.

7. Apparel Manufacturer:

Sent editor Don Johnson copy of feature story on high fashion textile manufacturer Donato Faini & Figli which appeared in the excellent Nova Scotia Magazine. Obtained copies of photos from Murray Bernard and will send on.

8. Metalworking News:

Buck Gunter's second story appeared under the headline "Oil Rigs Pump New Action Into Halifax Yards." Sent copy to you. Third story on the way. Todd Maritime News, read by the U.S. shipping industry, reprinted.

9. Distribution World-Wide:

Ran story and big picture of Halifax containerport in the August issue. Material supplied by DCI via NSIS.

10. "Where To Stay" Tourism brochure:

Continued to get hundreds of inquiries as result of DCI release. Total so far received is 1466 with inquiries coming as far away as Puerto Rico. All inquiries turned over to Mary Munroe for processing.

That's it for August.

Sincerely,

Manny Ellenis

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*Development Counsellors International, Ltd.*

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September 30, 1971

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
5670 Spring Garden Road  
Halifax, Nova Scotia, Canada

Dear Stew:

Following is DCI's report for September summarizing the highlights of our planning and implementation activities:

1. Premier Regan's Appearance Before the Executives Club of Chicago

- . Set 10:00 A.M. press conference in the Old Chicago Room of the Sherman House Hotel.
- . Alerted the press and arranged for an airport interview of the Premier upon his arrival by the Chicago News Bureau.
- . Arranged for Premier Regan to meet Chicago Mayor Richard J. Daley.
- . Arranged for photographic coverage of press conference, Executives Club luncheon, and meeting with Mayor Daley.
- . Advised Jim Robson on draft of the Premier's speech.
- . Coordinated over-all effort with the Executives Club of Chicago.
- . Arranged for the Premier to appear on the "Jim Conway" TV Show in Chicago.

2. Business Editors' Press Tour to Nova Scotia

DCI arranged for the following journalists to participate in this event:

- . Joe Egelhof, Chicago Tribune
- . Bob McGuinness, Reuters News Service
- . Bill O'Neil, National Geographic News Service
- . George Panitz, Journal of Commerce

(more)

- . Fran Schwartz, Dun's Review
- . Art Develin, Container World
- . Dave Greenfield, Container News
- . Jim Dixon, Distribution World-Wide
- . Hank Lefer, Handling & Shipping
- . Lowell Perrine, Traffic Management
- . Edward L. Woerner, Indianapolis News
- . John Metcalf, First National City Bank Economic Newsletter
- . Peter Brakman, Business Week (Toronto Bureau)

3. Press Tour Results to Date

1. George Panitz of the Journal of Commerce wrote three articles which were published.
2. Fran Schwartz of Dun's Review is working on a profile of Robert Burns Cameron which should be appearing in the January issue.
3. Joe Egelhof, Chicago Tribune, wrote one story which appeared before he took ill in Halifax.
4. DCI is currently following up to ascertain additional results.

4. Additional Publicity and DCI Activities

- . DCI suggested new low cost travel tour agency inquiry getting program to Mr. Knight.
- . National Geographic News Service did story on Bay of Fundy tidal power project sent to 3200 U.S. newspapers.
- . DCI sent National Petroleum News copy of Strait of Carso press kit.
- . DCI wrote feature story on Nova Scotia for Apparel Manufacturer and sent photo of Donato Faini & Figli plant.
- . We interested Premier Regan in appearing before the Los Angeles Rotary Club.

(more)

5. New York and Chicago Investment Luncheons

- . Made all arrangements and also added travel reception in Chicago.
- . Pruned invitation lists considerably as requested.
- . Arranged for photographic coverage in New York but not in Chicago.

Another pretty good month.

Sincerely,

Manny Ellenis



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October 31, 1971

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
5670 Spring Garden Road  
Halifax, Nova Scotia, Canada

Dear Stew:

Here is DCI's monthly report for October summarizing the highlights of our achievements and plans for the future:

1. International Executives Association

Interested this influential New York foreign investment and trade organization in inviting Premier Regan to address a luncheon meeting in early 1972.

2. Economic Club of New York

Spoke to Dwight Eckerman, Executive Director, about inviting Premier Regan to address this distinguished group of corporate leaders who meet only four times a year. He was most impressed with Premier Regan's reputation as a speaker and promised to get back to me. This would be a real coup!

3. Premier Regan's Appearance before the Executives' Club of Chicago

This took place on October 8. I went to Chicago the previous day to check on all arrangements, and make contact with the press.

Results:

- a. UPI, AP, Chicago Tribune, Chicago Sun Times, Savings & Loan News interviewed the Premier before his speech.
- b. Stories subsequently appeared in the Chicago Tribune and the Chicago Sun Times. AP did a story for Canadian and U.S. distribution. UPI sent picture and story throughout its network. Pick-ups to date include the Cleveland Press, Dover Times (Ohio) Reporter.
- c. Sent speech to Time, Newsweek, Business Week, Nation's Business, New York Times, John Cuniff, AP.
- d. Vital Speeches may publish the entire speech.

(more)

- e. Some 450 top Chicago businessmen attended and gave the Premier a warm reception.
- f. Mr. Regan's entire speech was reprinted in the Chicago Executives' Club Newsletter.

4. New York and Chicago Investment Luncheons

DCI provided an additional service this year in Chicago at no additional cost in fee. This was the travel reception which was well attended and received.

Pictures covering both events received good play in the Halifax Chronicle Herald with the Chicago picture receiving trans-Canada distribution.

The International Executives Association Newsletter provided highlights of Mr. Brown's speech. The United States Information Agency sent a story out world-wide.

5. West Coast Investment Luncheons

Discussed general strategy with you to beef up attendance. Screened guest lists, started approach to TV guest shows. Printed up invitations for the two travel receptions and updated both lists considerably.

6. Business Press Editors Nova Scotia Luncheon Nov. 16

Through you and Hank Lefer, president of BPEA, arranged for meeting to take place in the Terrace Room of the Plaza Hotel in New York.

7. Miscellaneous Results

- Container News ran feature on opening of containerport in Halifax. Direct result of last month's press tour.
- Metalworking News ran feature on Volvo operation. Result of Buck Gunter's trip to Nova Scotia.
- U.S. News & World Report covered discovery of oil offshore Nova Scotia. Result of Joe Carter's attendance at New York Investment Luncheon.
- Travel Weekly ran big feature on Evan Lloyd. Also carried picture of the Premier, Mr. Fiske, and Miss. Munroe which DCI arranged.
- Wilkes Barre Times Leader (circulation: 54,000) ran Tidal power story originated by DCI.

That's for October. On to the West Coast!

Sincerely,

Manny Ellenis



*Development Counsellors International, Ltd.*

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

November 30, 1971

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
5670 Spring Garden Road  
Halifax, Nova Scotia, Canada

Dear Stew:

Here is our monthly report covering DCI activities and achievements for the month of November:

1. PREMIER REGAN:

Arranged for Premier Regan to appear before the International Executives Association in New York on January 20. Will work closely with IEA to generate publicity.

2. VITAL SPEECHES

Also arranged for Vital Speeches to reprint the Premier's Chicago speech during the month of November. Will send you copy upon publication.

3. SAN FRANCISCO TRIP: (Nov. 29-30)

- . Travel reception attracted 85 guests, one of our biggest turn-outs.
- . The investment luncheon attracted a record 340 bond buyers, bankers, industrialists and press people. Arranged for Mr. Nicholson to receive the "silver cable car" memento from Mayor Alioto.
- . Publicity generated included stories in the SAN FRANCISCO CHRONICLE and the OAKLAND TRIBUNE.
- . Arranged for Mr. Nicholson to appear on the SAN FRANCISCO TODAY TV SHOW and the F.Y.I. TV SHOW.
- . Made last minute arrangements for Los Angeles special events from San Francisco including two additional TV guest appearances for Mr. Nicholson.

4. NATIONAL GEOGRAPHIC NEWS SERVICE

- . Fundy tidal power story appeared in the BALTIMORE SUN, EDWARDSVILLE INTELLIGENCER (ILL.), RICHMOND, MO., NEWS, JOHNSTON, PA. TRIBUNE, and NORFOLK LEDGER STAR.

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- . Strait of Canso story was sent by the NGNS to its 2500 newspaper subscribers coast to coast.

5. ADDITIONAL PUBLICITY

- . DISTRIBUTION WORLD-WIDE ran our photo story of the super tanker at the Strait of Canso.
- . The HARTFORD COURANT ran our inquiry getting release on "Where to Stay" in Nova Scotia.
- . CONTAINER WORLD published our picture of the Halifax containerport.
- . INDUSTRY WEEK ran a good story on the New York Investment Luncheon.
- . Also interested INDUSTRY WEEK (cir: 133,000) in story on Tidal Power.
- . SOUTH PASADENA REVIEW (Calif.) ran favorable editorial on Halifax containerport.
- . NATIONAL GEOGRAPHIC NEWS SERVICE planning to run nationally syndicated story on Gaelic College this Spring.

6. NEW YORK BUSINESS PRESS EDITORS LUNCHEON (Nov. 17)

Handled all arrangements of your appearance, working with NYBPE president Hank Lefer. Event proved to be highly successful and should produce many favorable articles in the future.

Will report to you in December on DCI's results in Los Angeles and in the meantime will be sending West Coast clips to you as they emerge. And, of course, best regards to my fellow traveler.

Sincerely,

Manny Ellenis

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*Development Counsellors International, Ltd.*

20 E. 46 ST. • NEW YORK, N.Y. 10017 • (212) MU 7-1383

December 31, 1971

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
5670 Spring Garden Road  
Halifax, Nova Scotia, Canada

Dear Stew:

Following is a summary covering highlights of DCI activities and achievements for the month of December:

1. INTERNATIONAL EXECUTIVES ASSOCIATION, Jan. 20

Worked out advance notice of Mr. Regan's appearance with the International Executives Association. Proposed three specific speech titles and drew up media list.

2. AMERICAN INDUSTRIAL DEVELOPMENT COUNCIL

Proposed to the AIDC that Premier Regan be invited to address its annual conference in Hartford, Conn. this spring as key note speaker. Program Chairman responded favorably and decision expected shortly.

3. ADDITIONAL WEST COAST RESULTS

- . Los Angeles Daily Commercial News published two lengthy stories on Biltmore investment luncheon.
- . Mr. Nicholson appeared on the TEMPO TV show in Los Angeles for 15 minutes and on the REAL WORLD TV show for 25 minutes.
- . The Los Angeles Herald Examiner published a good story on Mr. Nicholson's speech and the Los Angeles Times also covered.
- . The South Pasadena Review published a highly favorable 12 inch long lead editorial, "Nova Scotia Unlimited."
- . Asked Mr. Knight to send me Nova Scotia tourism story for Bob Barron of the San Francisco Chronicle.
- . Travel Weekly published advance photo of Tournament of Roses with Nova Scotia participation.
- . The Halifax Chronicle Herald published a three column picture of Mr. Nicholson's appearance on the TEMPO TV show.
- . Furnished Nova Scotia's 25 weekly papers with photos of West Coast events.

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4. TODAY SHOW

Suggested that Mr. Regan appear on this most popular American morning television show in conjunction with his appearance before the IEA on January 20.

5. INTERNATIONAL TUNA CUP MATCH MEETING IN NEW YORK

Called in results of annual directors meeting to Allen Cook. Arranged for pictures which were fed to Nova Scotia dailies and weeklies. Drafted press release which will be sent with picture to U.S. media on tuna cup match list supplied by Gerry Redmond.

6. SUPER TANKER PUBLICITY

. National Geographic News Service story appeared in St. Joseph, Mo. Gazette, Pittsburgh Press, Hazleton, Pa. Standard-Speaker, and Newport News, Va. Press. Also picture and caption of Shaughnessy appeared in Traffic Management, Tampa, Fla. Tribune, Norfolk, Va. Ledger Star, and Washington, D. C. Evening Star.

7. ADDENDUM

- . Maritime Reporter published excellent picture story of New York investment luncheon.
- . Business Week doing feature on waterfront developments, requested information covering Nova Scotia developments.
- . Apparel Manufacturer published Nova Scotia feature placed and written by DCI.
- . Journal of Commerce ran three Nova Scotia shipping stories in its Containerization issue as well as Halicon picture provided by DCI.
- . Began market research on 1972 investment luncheon tour of the American South including Atlanta, Dallas, New Orleans and Houston.
- . Reserved space on the West Coast for the 1972 investment luncheons.
- . Proposed that DCI write feature for the Nova Scotia Magazine on how the lobster is helping Nova Scotia finance its economy by spurring successful investment luncheons in the U.S.
- . Asked you to send 25 black and white prints of the Michelin plant opening.
- . Asked for material on tidal power for Tom Rohan of Industry Week who is interested in coming up to Nova Scotia again.
- . Sent the Minister of Tourism background information on group travel covering Bermuda and Mexico as per his request.

. The Smithfield, N. C. Herald ran the tidal power story  
issued by the National Geographic News Service.

That's it for December.

Sincerely,

Manny Ellenis

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20 E. 46 ST. · NEW YORK, N.Y. 10017 · (212) MU 7-1383

January 31, 1972

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
5670 Spring Garden Road  
Halifax, Nova Scotia, Canada

Dear Stew:

Here is our monthly report for January covering highlights of DCI activities and achievements:

1. PREMIER'S APPEARANCE BEFORE THE INTERNATIONAL EXECUTIVES ASSN., JAN. 20

Mr. Regan attracted one of the largest IEA audiences and about 20 newsmen covered the speech including representatives of Forbes, Associated Press, United Press, Canadian Press, Industry Week, World Construction, Journal of Commerce, National Petroleum News, London Economist, Distribution World-Wide, Newsfront, Chemical Engineering Progress, Factory, Traffic Management, The People of London, Daily News Record, the Newark News, and the N.Y. Daily News.

DCI also arranged for the Premier to appear on the WOR "Barry Farber Show" for approximately 40 minutes. The show reaches 38 states and the Maritime provinces including Nova Scotia. We also arranged for a tape recording of the speech for rebroadcast in Nova Scotia.

2. BUSINESS WEEK

Interested Assistant Transportation Editor, Rod Craib in feature on new Autoport. Sent background information.

3. WALL STREET JOURNAL

Furnished Halicon information and on deep water port to John Williams, Transportation Editor, who is doing a major feature on changing traffic patterns in the North Atlantic trade between Europe and the U.S. and Canada. Asked Allen Cook to provide me with latest traffic information.

4. ASSOCIATED PRESS

While in New York, Mr. Regan was interviewed by John Cunniff, Business Editor, of the Associated Press. Major story in the works as the result of the long meeting set up by DCI.

5. NEW YORK TIMES

Interested editor of the Op-Ed page in Mr. Regan's IEA speech and there's good chance it will be published in part. This is the most highly read section of the N.Y. Times.

6. WORLD CONSTRUCTION

Editor Don Cannon interested in doing feature on tidal power project. Asked you for summary of engineering study if possible and suggested photo feature showing low and high tides.

7. SCIENCE WRITERS MEETING IN HALIFAX

Explored this possibility with the National Association of Science Writers and the Council for Advancement of Science Writing. Sent you particulars and am waiting for your reaction.

8. MISCELLANEOUS

- . Journal of Commerce published long article based on Mr. Regan's IEA speech.
- . Our Nova Scotia "Where to Stay" booklet release has generated 1600 inquiries thus far.
- . Trains ran a story and photo feature on Halicon.
- . Sent the IEA speech to Commercial and Financial Chronicle.
- . National Geographic News Service stories on tidal power and Strait of Canso appeared in-----  
Richmond, Mo. News, Live Oak, Fla. Suwannee Democrat,  
Hartford Courant, Carbondale, Ill. Southern Illinoisan,  
Suffolk, Va., News-Herald.
- . United States Information Agency wired major story on Mr. Regan's speech to its world-wide network.
- . Arranged for V. Michael Knight, Nova Scotia Deputy Minister of Tourism, to appear as guest speaker at Travel Executives Seminar, New York University.

9. ATLANTA-DALLAS LUNCHEONS

Sent Gordon Burnham analysis on both Southern cities for use in establishing rationale for investment luncheon swing in May, 1972. Also proposed Houston which was your recommendation last year. Sent you copy of memo.

That's it for January. Best regards.

Sincerely,

Manny Ellenis

EPE:jir

Development Counsellors International Ltd.  
20 East 46 Street  
New York, New York 10012  
Murray Hill 7-1383

September 30, 1971

Mr. Clyde S. Nansoo  
North American Director  
Trinidad & Tobago Industrial  
Development Corp.  
400 Madison Avenue  
New York, N.Y.

Re: DCI Report of Monthly Activities on behalf of the Trinidad  
& Tobago I.D.C., September 1971

Dear Clyde:

The following is a brief summary of work planned and under-  
taken within the IDC's advertising program in the U.S.A. for  
the month of September.

During the month our advertisements began to appear and were  
particularly happy with the placement position in the publica-  
tions FORTUNE and TIME magazines. Here are some details:

- (1) Final revision on all advertising including incorporation  
of new logotype.
- (2) Developed with the North American Director a special program  
to publicize via direct mail employment opportunities with  
the Trinidad & Tobago Productivity Centre.
- (3) Story placed by DCI on Trinidad & Tobago's joint venture  
approach featured as number one item in U.S. Business  
Abroad section of U.S. NEWS & WORLD REPORT.
- (4) Placed possible story in APPAREL MANUFACTURER Magazine on  
investment opportunities in this industry in Trinidad &  
Tobago.
- (5) Discussed with North American Director advertising media  
schedule and promotion back-up for calendar year 1972.
- (6) Advertisements for West Indies interest U.S. media prepared  
the previous month appeared.
- (7) Conferred with North American Director on number of matters  
including design and decoration of the Trinidad & Tobago  
offices in New York and special additional advertising and  
promotion.

- (8) Toward month's end previously placed image making advertisements appeared in three media: WALL STREET JOURNAL, FORTUNE and TIME Magazine.

We were particularly happy with the placement position in TIME Magazine (back page) and FORTUNE (right hand page opposite full page of text).

- (9) Placed future advertisements for November in BUSINESS WEEK, NEW YORK TIMES, DUN'S, AREA DEVELOPMENT, HARVARD BUSINESS REVIEW, NEWSWEEK and APPAREL MANUFACTURER, a special new placement as well as additional ads in the NEW YORK TIMES and WALL STREET JOURNAL.

Attached is our bill for services in connection with these advertisements and allied editorial placement and promotion as agreed in our June contract with the I.D.C.

Sincerely,

Ted M. Levine  
President

Encl.

Development Concepts International Ltd.  
20 East 46 Street  
New York, New York 10012  
Murray Hill 7-1383

October 31, 1971

Mr. Clyde S. Namsoo  
North American Director  
Trinidad & Tobago Industrial  
Development Corp.  
400 Madison Avenue  
New York, N.Y.

Re: DCI Report of Monthly Activities on Behalf of the Trinidad  
& Tobago I.D.C., October 1971

Dear Clyde:

The following is a brief summary of work planned and undertaken within the IDC's advertising program in the U.S.A. for the month of October.

During the month the advertisements appeared in three major publications including NEWSWEEK, BUSINESS WEEK and the NEW YORK TIMES. Following are major details:

- (1) Advertisement No. 1 appeared in NEWSWEEK, BUSINESS WEEK and the NEW YORK TIMES.
- (2) Arranged for special merchandising of current advertising by NEWSWEEK and FORTUNE Magazines; initial discussions with HARVARD BUSINESS REVIEW.
- (3) Final creative work and placement of ad no. 2 for appearance in November in DUN'S REVIEW, AREA DEVELOPMENT, HARVARD BUSINESS REVIEW, WALL STREET JOURNAL, NEW YORK TIMES and APPAREL MANUFACTURER.
- (4) Draw up and presented to the North American Director an IDC media schedule for calendar 1972, which includes a number of new media recommendations: U.S. NEWS & WORLD REPORT, FINANCE, AMERICAN INDUSTRIAL PROPERTY REPORT, ELECTRONICS and SITE LOCATION FILE.
- (5) At month's end carried out rough ad revision on the series for possible greater inquiry-getting impact through new headline and use of coupon.

- (6) Suggested to the International Executives Association a Trinidadian speaker before this top group of international decision makers. Highly favorable response received at month's end.
- (7) Discussed with North American Director special article in APPAREL MANUFACTURER based on interview with Highland Fashions; he plans to call president of that company for possible interview.
- (8) Discussed with North American Director design and decoration of Trinidad & Tobago offices in New York and learned that earlier design suggested through DCI was accepted in principle.
- (9) Suggested possible Trinidad & Tobago exhibit at Carnegie Hall in connection with upcoming calypso variety show.
- (10) With North American Director discussed upcoming art show to be presented in the Trinidad & Tobago offices, and at month's end prepared special press release aimed at general and tourist media.
- (11) Discussed current Trinidad & Tobago article on Carnival in NATIONAL GEOGRAPHIC and possibility that reprints might be developed for use by four Trinidad & Tobago wholesalers.
- (12) Met with Acting IDC General Manager; reported on current progress; received orientation and information.

Attached is our bill for services in connection with these advertisements and allied editorial placement and promotion as agreed in our June contract with the I.D.C.

Sincerely,

Ted M. Levine  
President

Encl.



*Development Counsellors International, Ltd.*

20 E. 46 ST. - NEW YORK, N.Y. 10017 - (212) 717-1387

November 30, 1971

Clyde S. Hanson  
North American Director  
Trinidad & Tobago Industrial  
Development Corp.  
400 Madison Avenue  
New York, N.Y.

Re: DCI Report of Monthly Activities on behalf of the  
Trinidad & Tobago I.D.C., November 1971.

Dear Clyde:

The following is a brief summary of work planned and undertaken within the IDC's advertising program in the U.S.A. for the month of November.

During the month the advertisements appeared in six major publications including WALL STREET JOURNAL, DUN'S REVIEW, APPAREL MANUFACTURER, AREA DEVELOPMENT, HARVARD BUSINESS REVIEW, NEW YORK TIMES. In the case of the NEW YORK TIMES our advertisement was run twice at a one-time charge, because the original insertion appeared in the general news section rather than the business section as specified in our insertion order.

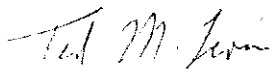
Following are major details:

- (1) Advertisement No. 2 appeared in the WALL STREET JOURNAL, DUN'S REVIEW, APPAREL MANUFACTURER, AREA DEVELOPMENT, HARVARD BUSINESS REVIEW and NEW YORK TIMES (2).
- (2) Arranged for special report by the Starch research company to analyze impact of Trinidad-Tobago I.D.C. advertising campaign. Trinidad & Tobago scored higher than similar advertising campaigns in past instances and Starch termed this excellent for a first ad placement.
- (3) Wrote, cleared and released news item on Trinidad & Tobago art show currently on display in the I.D.C. New York office.

- (4) Contacted the International Executives Association in terms of possible Trinidadian speaker for one of their upcoming luncheon events. Favorable response.
- (5) Contacted New York University professor of travel development in terms of special appearance by I.D.C. North American Director as lecturer before special business seminar on travel development and promotion. Awaiting response.
- (6) Discussed with North American Director and arranged for cost breakdown on design and decoration of I.D.C. offices in New York.
- (7) Discussed with leading travel publication possibility of feature on Trinidad & Tobago as a "surprising travel destination."
- (8) Met with Herbert Mahler, respondent to Trinidad & Tobago's current advertising campaign. Recommended that I.D.C. North American director contact Mr. Mahler when he returned to New York from Trinidad.
- (9) Suggested I.D.C. North American Director contact the Metropolitan Travel Agents Association re U.S. black tourism to Trinidad-Tobago. This organization represents 15 black travel agencies in greater New York area.

Attached is our bill for services in connection with these advertisements and allied editorial placement and promotion as agreed in our June contract with the I.D.C.

Sincerely,



Ted M. Levine  
President

Encl.

Development Consultants International Ltd.  
20 East 46 Street  
New York, New York 10017  
Murray Hill 7-1383

January 31, 1972

Clyde S. Nansoo  
North American Director  
Trinidad & Tobago Industrial  
Development Corp.  
400 Madison Avenue  
New York, N.Y. 10017

Re: DCI Report of Monthly Activities on Behalf of the  
Trinidad & Tobago I.D.C., January 1972

Dear Clyde:

The following is a brief summary of work planned and undertaken within the IDC advertising program in the U.S.A. for the month of January.

This proved a very busy month in terms both of advertising and of allied promotional activities. Following are the details:

- (1) Prepared IDC advertisement #3 (Derrick Govia).
- (2) This advertisement, including for the first time a coupon, appeared toward month's end in both TIME and NEWSWEEK.
- (3) Drew up and revised after discussion with North American Director a media schedule for the balance of 1972.
- (4) Placed IDC ad #3 in N.Y. TIMES, WALL STREET JOURNAL and ELECTRONICS Magazine for the months of February and March.
- (5) Met with IDC's executive Max Cuffie in Port of Spain at suggestion of North American Director and discussed the idea of a business press trip to Trinidad & Tobago in the spring of 1972. Investigated alternate newspapers on this.
- (6) Wrote and cleared special electronics direct mail letter.
- (7) Prepared electronics mailing list of 1120 names in New York, New Jersey, Pennsylvania, Massachusetts and Connecticut. Letter will go out in February.

- (8) Carried out presentation to the Trinidad & Tobago Chamber of Commerce in the U.S.A. outlining the IDC advertising and promotion program.
- (9) Provided proofs of three IDC ads for distribution by the North American Director to the Trinidad & Tobago Chamber of Commerce in the U.S.A. membership.
- (10) Arranged for North American director to participate in a March New York University Travel Management Seminar outlining travel investment opportunities in Trinidad & Tobago.
- (11) Explored the possibility of a National Press Club evening in Washington saluting Trinidad & Tobago. Initial favorable response.
- (12) Began work on IDC ad #4 which may feature Tobago subject and travel investment opportunities. At month's end awaiting photograph from Norton Studios, DCI's Port of Spain associate.
- (13) Discussed with NEWSFRONT Magazine the possibility of a special editorial section on Trinidad & Tobago. This is a highly selective top management publication.
- (14) Discussed possible front page article in CARIBBEAN BUSINESS REVIEW based on interview with North American Director. Initial favorable response with probable interview taking place in February.

Attached is our bill for services in connection with these advertisements and allied editorial placement and promotional materials under our relationship with the Trinidad & Tobago Industrial Development Corp.

Sincerely,

Ted M. Levine  
President

Encl.

Nova Scotia

(Item 14 A)

7/30/71-1/29/72

1971	Total	Fee	Expense
1 Aug 2	413039	3333 -	79739
2 2	12071		12071
3 16	610968	1950 -	415968
4 Sept 7	397940	3333 -	64640
5 Oct 4	351743	3333 -	18443
6 Nov 8	506032	3333 -	172732
7 Dec 9	661353	3333 -	328053
8 <u>1972</u>			
9 Jan 13	972398	3333 -	639098
10	3925544	21948 -	1730744
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Nova Scotia

(Item 15 a)

7/30/71 - 1/29/72

1971	Name	Purpose	Amount	Total
1	Aug 5 The Financial Post	Publication	1215	
2	18 Diners Club	Travel Expense	7581	
3	Attention, Inc.	Releases	2943	
4	Sept 10 Emanuel T. ELLenIS	Expense	7728	
5	Air - Canada	Travel Fare	130-	
6	13 Emanuel T. ELLenIS	Expense	1875	
7	15 Aprons for Industry	Aprons	570-	
8	Evecar Inc.	Fare	35697	
9	28 Empire State Typewriter	Typewriter Rental	1605	
10	Oct 5 Emanuel T. ELLenIS	Expense	100-	
11	Chelsea Engravers Inc.	Printing	13161	
12	Todd Photoprint	Photoprint	193	
13	Independent Printing	Printing	578	
14	8 Evecar Inc	Fare	118-	
15	Emanuel T. ELLenIS	Expense	636	
16	14 Emanuel T. ELLenIS	"	6673	
17	15 Aprons For Industry	Aprons	2330	
18	Evecar Inc	Fare	118-	
19	Ira Furman & Co. Inc.	Customs & Freight	37-	
20	Jas. Hook & Co.	LOBSTERS	1050-	
21	Norman Letter Service	Releases	2815	
22	20 Ted M. Levine	Expense	320	
23	James Hook & Co.	LOBSTERS	89250	
24	Hudson's Washington News	Directory	1658	
25	29 Cannonball Inc.	Messenger	3450	
26	The Chronicle-Herald	Publication	50-	
27	The Drake Hotel	Lodging	8055	
28	GLENGALE - F.A. Barnaby	Bag Piper	50-	
29	King Cole Projection	Projectionist	10807	
30	Nov 1 Emanuel T. ELLenIS	Expense	3605	
31	8 Archer messenger-	messenger	3050	
32	David Blair Co.	Reproductions	321	
33	Burrell's Press Clipping	Press Clips	15964	
34	Wide World Photos Inc.	Photos	17105	
35	9 York Directions	Photostats	1694	
36	Wide World Photos	Photos	19270	
37	City News Bureau of Chi.	Release	95-	
38	Aprons For Industry	Aprons	684-	
39	15 Empire State Typewriter	Special Type	1605	
40	19 James Hook & Co.	LOBSTERS	420-	
	8 Media Distribution	Printing	5063	608445

# Nova Scotia

(Item 15A)

3.

7/30/71 - 1/29/72

1971	Name	Purpose	Amount	Total
1	Nov 23 Emanuel T. Ellenis	Expense	100 -	
2	Dec 3 Evecar Inc.	Fare	361 -	
3	6 James Hook & Co.	LOBSTERS	3080 -	
4	9 Emanuel T. Ellenis	Expense	5588	
5	10 Gebbie Press	Directory	36 -	
6	13 Aprons For Industry	Aprons	13888	
7	Brown's Reproductions	Photoprints	1605	
8	King Cole Projection Service	Projectionist	10807	
9	Ira Furman & Co. Inc.	Customs & Freight	22141	
10	16 Universal Car Loading	Freight	1807	
11	Media Distribution	Releases & Printing	28668	
12	Meyer Label Co.	Labels	70 -	
13	Vital Speeches	Publication	5399	
14	York Directions	Photostats	2268	
15	17 Emanuel T. Ellenis	Expense	1840	
16	23 Fairmont Hotel & Tower	Lodging	16037	
17	L.A. Biltmore Hotel.	"	7402	
18	30 Emanuel T. Ellenis	Expense	2815	
19	Ted M. Levine	"	1445	
20	<u>1972</u>			
21	Jan 6 Aprons For Industry	Aprons	113765	
22	Audio Visual Hqtrs. Corp.	Projectionist	30503	
23	Burrell's Press Clippings	Press Clips	20116	
24	13 Brown's Reproductions	Photoprints	1873	
25	Chelsea Engravers	Printing	31833	
26	Gebbie Press	Directory	452	
27	Print-O-Matic	Photos	1177	
28	Todd Photoprint	"	717	
29	Wide World Photos Inc	"	34646	
30	York Directions	Photostats	482	
31	25 Ted M. Levine	Expense	480	
32	28 Emanuel T. Ellenis	"	3989	
33				726441
34				608445
35				<u>1334886</u>
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Page 3  
2  
Total

Trinidad & Tobago

(Item 14 a)

7/30/71 - 1/29/72

1971		Total	Fee	Expense
1	Dec 1	2876040	7200 -	4156040
2	14	1218040	1800 -	1038040
3		4094080	9000 -	3194080
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Trinidad & Tobago

(Item 15a)

7/30/71 - 1/29/72

1971	Name	Purpose	Amount	Total
Oct 4	Fortuna - Time	Space	200753	
8	Time Inc.	"	351526	
13	New York Times	"	176120	
20	Dow Jones & Co.	"	151140	
Nov 8	Harvard University	"	171598	
	McGraw-Hill Publishing	"	383180	
	Newsweek Inc.	"	189091	
19	Area Development	"	79135	
	Dun-Donnelley Publication	"	86632	
19	Apparel Manufacturer	"	36235	
Dec 17	Dow Jones & Co. Inc.	"	151140	
	The New York Times	"	176120	
1972				
Jan 13	Prismatic Engraving	Production		
27	Time Magazine	Space	351526	
		Total		2504196