

RECEIVED
DEPARTMENT OF JUSTICE
JAN 30 11 19 AM '78
REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

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 DEC 31 1978
(Insert date)

Name of Registrant **Tea Council of the U.S.A., Inc.** Registration No. **1853**

Business Address of Registrant **230 Park Avenue
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 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

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

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
Ian W. Murray	Director	8/8/78
William H. Keogler	Director	12/13/78

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:

Name	Residence Address	Citizenship	Position	Date Assumed
David W. Graham	404 New York Ave. Wyckoff, N.J. 07481	U.S.A.	Director	9/13/78

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes No

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

Not Applicable

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:

Name	Position or connection	Date terminated
John M. Anderson	Executive Director	11/26/78
Robert H. Weiss	Public Relations Consultant	12/31/78

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:

Name	Residence Address	Position or connection	Date connection began
Donald A. Wiederecht	76 Stebbins Ave. Eastchester, N.Y. 10707	Associate Executive Director	9/1/78
		(Appointed Executive Director)	12/13/78

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

9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

Tea Board, India
Sri Lanka Tea Board
Republic of Indonesia

Tea Board of Kenya
Tanzania Tea Authority
Tea Association (Central Africa) Limited

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:

The Tea Council's sole objective is to try to increase tea consumption in the U.S.A. without regard to brand or country of origin. Its entire publicity programs, consisting of food photographs and releases, booklets, radio and television interviews, distribution of films, is aimed toward that single objective.

See Attached:

- a) July-DEC. K. Rapiieff Tea Tasting Demonstrations.
- b) July-Dec. Consumer Publicity Reports.
- c) Tea and Tennis Final Report with Update.
- d) 1978 Coaches Tour and Clinic Program - Final Report
- e) 1978 Football Coaches TV Spot - D. Devine with Update.
- f) 1978 Television Sports Spot - J. Fixx.
- g) 1978 Aubrey Franklin - Tea Ambassador - Final Report.

¹The 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 activity² 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.

See answer to Item 11.

² 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.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
7/17/78	Sri Lanka Tea Board		\$ 40,000.00
8/ 4/78	Tea Board, India		14,593.75
8/18/78	Republic of Indonesia		23,718.75
9/25/78	The Tea Board of Kenya		18,737.50
10/ 2/78	Republic of Indonesia		23,718.75
10/10/78	Sri Lanka Tea Board		50,120.00
11/20/78	Tea Board, India		14,589.75
12/14/78	Sri Lanka Tea Board		20,040.00
12/28/78	The Tea Board of Kenya		18,737.50
12/31/78	Republic of Indonesia		23,718.75

Total \$247,974.75

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ 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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³ 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).

⁴ 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.

Date	To Whom	Purpose	Amount
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See Attachment marked "A" "Report of the Treasurer for the Eleven Months Ended November 30, 1978." The year-end report, which is the Audit Report, will not be ready until about March of 1979.

Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ 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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(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 value⁵ 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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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.

⁵ 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.

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 political propaganda?
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 political propaganda 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 political propaganda among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (Specify) _____

21. What language was used in this political propaganda:

- English
- Other (specify) _____

22. Did you file with the Registration Section, Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period?

Yes No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes No

24. Did you file with the Registration Section, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?

Yes No

VI - EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes No We have no newly acquired foreign principals.

Exhibit B⁷ Yes No

If no, please attach the required exhibit.

(a) 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.

⁶ The Exhibit A, which is filed on Form OBD-67 (Formerly DJ-306) sets forth the information required to be disclosed concerning each foreign principal.

⁷ The Exhibit B, which is filed on Form OBD-65 (Formerly DJ-304) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, 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.

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.

Donald A. Wiederecht (Short Form Registration Statement Attached.)

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) 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.)

Donald A. Wiederecht

Donald A. Wiederecht - Executive Director

Subscribed and sworn to before me at New York, New York, SS

this 23 day of January, 19 79

THEODORE K. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0344330
Qualified in New York County
Commission Expires March 30, 1979

Theodore K. Cammarota
(Signature of notary or other officer)

⁸ 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, Criminal Division, Internal Security Section, Department of Justice, Washington, D.C. 20530.

JULY, 1978

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

RECEIVED
JULY 19 1978
U.S. DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
WASHINGTON, D.C.

JULY

<u>Date</u>	<u>Organization</u>	<u>Location</u>
12	Kiwanis Club	Westbury, New York
15	4-H Group	Elizabeth, New Jersey
19	Senior Citizens	Irvington, New Jersey
20	Kiwanis Club	Allentown, Pennsylvania
25	Kiwanis Club	Hartford, Connecticut
25	Connecticut Public Radio	Hartford, Connecticut

AUGUST, 1978

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

AUGUST

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Rotary Club	New Haven, Conn.
7	Kiwanis Club	Yonkers, N.Y.
8	Rotary Club	Wilkes Barre, Pa.
15	Woman's Club	Deal, N.J.
15	Kiwanis Club	Turnersville, N.J.
23	Katherine Gibbs Secretarial School	New York, N.Y.

SEPTEMBER, 1978

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

SEPTEMBER

<u>Date</u>	<u>Organization</u>	<u>Location</u>
6	Senior Citizens	Briarcliff Manor, N.Y.
11	Rotary Club	Ballston Spa, N.Y.
13	Senior Citizens	West Orange, N.J.
13	Woman's Club	Long Beach, N.Y.
18	The White Coffee Corp.	Boston, Mass.
19	Lions Club	Leesport, Pa.
20	Lions Club	Tellford, Pa.
21	Rotary Club	Plymouth, Pa.
27	Rotary Club	Wickford, R.I.
27	Rotary Club	Somerset, Mass.
28	Rotary Club	Shelton, Conn.
28	Woman's Club	Fairfield, Conn.
29	Rotary Club	New Haven, Conn.

OCTOBER, 1978

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

OCTOBER

<u>Date</u>	<u>Organization</u>	<u>Location</u>
4	Lions Club	Valley Stream, N.Y.
5	Rotary Club	Schuylkill Haven, Pa.
11	Senior Citizens	West Hempstead, N.Y.
11	Woman's Club	West Hartford, Conn.
17	Woman's Club	Washington, N.J.
19	Rotary Club	Locust Valley, N.Y.
22	Greenburg Nature Center	Scarsdale, N.Y.
23	Kiwanis Club	Staten Island, N.Y.
24	Senior Citizens	Bronxville, N.Y.
24	Lions Club	West Chester, Pa.
25	Rotary Club	Clementon, N.J.
26	Knights of Columbus	Colonia, N.J.

NOVEMBER, 1978

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

NOVEMBER

<u>Date</u>	<u>Organization</u>	<u>Location</u>
2	Woman's Club	Jersey City, N.J.
6	Senior Citizens	Elmhurst, N.Y.
7	Rotary Club	Northville, N.Y.
8	Rotary Club	Mechanicville, N.Y.
9	Rotary Club	Amsterdam, N.Y.
10	Rotary Club	Morris Plains, N.J.
13	Lions Club	Livingston, N.J.
14	Woman's Club	North Arlington, N.J.
15	Woman's Club	Butler, N.J.
16	Rotary Club	Harrison, N.J.
16	Lions Club	Downingtown, Pa.
28	Kiwanis Club	Haddonfield, N.J.

DECEMBER, 1978

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

DECEMBER - No demonstrations

(III - ACTIVITIES) ITEM 11. b)

Tea Council of the U. S. A., Inc., New York

To: John Anderson
From: Beryl Walter
Subject: Publicity Report for the month of July, 1978

Copy to:

File:

Date: July 31, 1978

Newspaper Releases

Full page, four-color release entitled "Counter Top Express" featuring help-yourself-meals and iced tea made with tea-bags, instant or mixes, released through Sun Color Service in cooperation with American Home Foods, Presto Industries and Cling Peach Advisory Board.

4 black and white releases featuring iced tea...at a barbecue meal, an after-tennis lunch, with fruit desserts...released to metropolitan newspapers for late summer use.

Radio

Radio recording giving hints to mothers for organizing breakfasts, packing lunch boxes and serving after school snacks prepared by Joe Ziehl Productions for release through the "Around the House" series in August.

BW

BW

BW:mm

Tea Council of the U. S. A., Inc., New York

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of August, 1978

Date: August 31, 1978

Newspaper Releases

Single column mat with cartoon-style illustration suggesting iced tea mix as refreshing beverage for students during a study break released through North American Precise' "Good Psychology" series--for use by weeklies and suburban papers in September.

Radio

Radio recording giving hints on part time jobs and money-making schemes for college students (including selling iced tea in dorms) released through Orr Productions' Campus Radio Voice" series.

Magazines

NEW DAWN (October issue) includes feature article on tea, using information and tea making directions supplied by Tea Council.

FAMILY HEALTH (August issue) included feature article on tea, illustrated by color photograph of iced tea supplied by Lipton, and information from the Tea Council.

In the Works

15,000 copies of the booklet "Two Leaves and a Bud" being reprinted with certain copy changes to bring it up to date.

25,000 copies of the booklet "The Story of Tea" being reprinted with copy changes and a new map of tea producing countries.

BW *(signature)*

BW:mm

Tea Council of the U. S. A., Inc., New York

To: Donald A. Wiederecht Copy to:
From: Beryl Walter File:
Subject: Publicity Report for the month of November 1978 Date: Dec. 1, 1978

Newspaper Releases

A two-column mat, with photograph, entitled "Easy Going Entertaining" sent to 3,000 weeklies and suburban papers as part of ASR's "Successful Homemaking" holiday mailing.

A one-column mat, with cartoon-style illustration, suggesting tea as a relaxing beverage during the holiday season released through North American Precise' "Good Psychology" series.

Radio - TV

Radio recording with a holiday party theme, recommending a tea-based wine punch released through Orr Productions' "Campus Radio Voice" series.

In the Works

A color feature with an informal entertaining theme being prepared in cooperation with American Home Foods for release in early 1979 through Sun Color Service.

BW (m)

BW:m

Tea Council of the U. S. A., Inc., New York

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Publicity Report for the month of December 1978

Copy to:

File:

Date: December 28, 1978

Although no specific materials were released during the month of December, plans for future newspaper photo releases, mats, radio recordings etc. are being formulated or are already in the works, to wit:

- A color feature entitled "An Easy Party with Pizza and Pizzaz" has been photographed and is now being processed as a Sun Color mat release. This is being done in cooperation with American Home Foods.
- 4 black and white photo releases featuring hot tea in various winter situations being photographed and readied for release to metropolitan dailies early in 1979.
- 6 single column mats with cartoon-style art written and designed, ready for use in weeklies and suburban papers on an every-other-month basis.
- 3 recorded interviews on the Campus Radio Voice series being planned for release in 1979.
- 4 recorded interviews scheduled for release in 1979 through Joe Ziehl's "Around the House."
- 2 recorded spots on the Helen Hall show being tentatively planned for 1979.

Additional material will be developed as the year progresses.

BW *[initials]*

BW:m

(III-ACTIVITIES) ITEM 11. c)

1977: FINAL REPORT ON TEA AND TENNIS PROGRAM

A. Connie Spooner Tape

The final usage of the Spooner TV tape is taking place this month. Connie Spooner is the official trainer of the Women's Tennis Association and one of the few women sports trainers in the United States.

This year the tape was offered on a non-exclusive basis to TV stations across the country. The tape is not dated and it was offered to many markets just prior to the U.S. Open while interest in tennis was the highest of the entire year on television.

A total of 62 television stations have aired the tape through the September 6 reporting period. An additional 33 stations have requested the tape.

In the top ten markets, participation in the Tea and Tennis Program includes KHJ-Los Angeles, WKBS-Philadelphia, WHAG-Maryland/Washington, WEWS-Cleveland and WJKW-Cleveland.

The total audience for the spot, appearing primarily on news programs, will reach over four million.

The Spooner tape combines interest in women's athletics and general conditioning with a strong tea message to tell our story.

The listing of stations that have used the videotape is attached.

581 Boylston Street, Boston, Massachusetts 02116, (617) 261-8040

UPDATE: DECEMBER 13, 1978 - Attachment #388

The tape played on 96 TV stations with an audience of more than 4,800,000 viewers (see attached listing). Its heavy use was on daytime talk and news programs. Thirty of the stations were in the top 50 markets, 65 in the top 100, so Connie was seen in the larger markets.

B. Spooner Radio Interviews

While Connie Spooner was taking part in the 1978 Virginia Slims Circuit this past winter and spring, she gave 25 radio interviews in cities where the tour took place.

The Spooner winter radio interviews were: Kansas City (3), Dallas/Ft. Worth (5), Boston (4), Philadelphia (3), San Francisco/Oakland (3), Salt Lake City (3) and Savannah/Charlestown (4).

In Boston, an AP radio interview was taped for national distribution.

Many of these radio interviews lasted an average of six to eight minutes and were aired on all-news radio stations. They were aired an average of four times during the day.

Coverage of these interviews is more difficult to estimate, but a realistic number of people reached through this portion of the women's tennis program would be 500,000.

C. Radio Tape

A new part of the Tea and Tennis Program for 1977 was the Helen Hall pre-recorded radio interview with Connie Spooner released in June as the tennis season moved into full swing.

323 radio stations used the interview which featured training tips for the weekend athlete. Again a strong message was included on fluid replacement using iced tea.

As part of this plan, good local coverage was received in smaller markets stretching from Fort Kent, Maine (WSJR) to Anchorage, Alaska (KBYR) to Hawaii (KNDI).

Estimated audience of the Helen Hall Show tape is 2,316,000 people or 5% of the market population. As is the common practice with radio stations, the Connie Spooner interview was aired more than once on many stations.

A market breakdown and population analysis is attached.

September 12, 1978

CONNIE SPOONER INTERVIEW FINAL REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WKBS	PHILADELPHIA	PA	4	IND	DN	14,000
2 WHAG	HAGERSTOWN	MD	8	NBC	EN	21,000
3 WHAG	HAGERSTOWN	MD	8	NBC	EN	21,000
4 WEWS	CLEVELAND	OH	9	ABC	EN	307,000
5 WJKW	CLEVELAND	OH	9	CBS	EN	314,000
6 KTRK	HOUSTON	TX	12	ABC	EN	274,000
7 WAGA	ATLANTA	GA	16	CBS	DN	81,000
8 WFLA	TAMPA	FL	17	NBC	EN	275,000
9 WTOG	ST. PETERSBURG	FL	17	IND	DN	15,000
10 WTVT	TAMPA	FL	17	CBS	DT	120,000
11 WBAL	BALTIMORE	MD	19	NBC	DT	52,000
12 WBFF	BALTIMORE	MD	19	IND	DN	17,000
13 KXTV	SACRAMENTO	CA	22	CBS	DT	8,000
14 WCPO	CINCINNATI	OH	25	CBS	DN	77,000
15 WKRC	CINCINNATI	OH	25	ABC	DN	43,000
16 KMBC	KANSAS CITY	MO	27	ABC	DT	56,000
17 WIVB	BUFFALO	NY	29	CBS	DN	67,000
18 KOOL	PHOENIX	AZ	33	CBS	EN	156,000
19 KPHO	PHOENIX	AZ	33	IND	DT	21,000
20 WFBC	GREENVILLE	SC	37	NBC	DN	73,000
21 WOTV	GRAND RAPIDS	MI	39	NBC	EN	117,000
22 WFTV	ORLANDO	FL	40	ABC	EN	100,000
23 WRAL	RALEIGH	NC	42	ABC	EN	183,000
24 WTVD	DURHAM	NC	42	CBS	DT	71,000
25 WSAZ	HUNTINGTON	WV	44	NBC	DN	100,000
26 WDTN	DAYTON	OH	46	NBC	DT	25,000
27 WHIO	DAYTON	OH	46	CBS	DT	27,000
28 WGAL	LANCASTER	PA	47	NBC	EN	170,000
29 WSBA	YORK	PA	47	CBS	EN	6,000
30 WSBA	YORK	PA	47	CBS	EN	6,000
31 KTUL	TULSA	OK	52	ABC	DT	30,000
32 WFMY	GREENSBORO	NC	53	CBS	DT	34,000
33 KAYS	HAYS	KS	54	IND	EN	14,000
34 KTVH	WICHITA	KS	54	CBS	DN	1,000
35 WJRT	FLINT	MI	55	ABC	SD	95,000
36 WTVR	RICHMOND	VA	56	CBS	EN	148,000
37 WVIR	CHARLOTTESVILLE	VA	56	NBC	SD	6,000
38 WWBT	RICHMOND	VA	56	NBC	DT	16,000
39 WDHO	TOLEDO	OH	57	ABC	DT	17,000
40 WSPD	TOLEDO	OH	57	NBC	DN	29,000
41 KSLA	SHREVEPORT	LA	59	CBS	SD	144,000
42 WSYR	SYRACUSE	NY	61	NBC	DT	19,000
43 KCCI	DES MOINES	IA	63	CBS	DT	21,000
44 WOI	AMES	IA	63	ABC	SD	44,000
45 WJKS	JACKSONVILLE	FL	64	ABC	DT	22,000
46 WHEC	ROCHESTER	NY	65	CBS	DT	10,000
47 KFSN	FRESNO	CA	69	CBS	EN	97,000
48 KJEO	FRESNO	CA	69	ABC	DT	8,000
49 KMJ	FRESNO	CA	69	NBC	EN	98,000
50 WTAJ	ALTOONA	PA	72	CBS	DT	14,000

CONNIE SPOONER INTERVIEW FINAL REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 WDEF	CHATTANOOGA	TN	73	CBS	DN	42,000
52 WDEF	CHATTANOOGA	TN	73	CBS	EN	108,000
53 WRCB	CHATTANOOGA	TN	73	NBC	WN	50,000
54 KHQ	SPOKANE	WA	75	NBC	DT	13,000
55 WYTV	YOUNGSTOWN	OH	80	ABC	DT	8,000
56 WFTV	PALM BEACH	FL	81	NBC	SD	114,000
57 WTVX	FT. PIERCE	FL	81	CBS	DT	5,000
58 WJTV	JACKSON	MS	83	CBS	DT	25,000
59 WJHL	JOHNSON CITY	TN	84	CBS	DN	29,000
60 WKPT	KINGSPORT	TN	84	ABC	SD	5,000
61 KOLD	TUCSON	AZ	91	CBS	DN	11,000
62 KVOA	TUCSON	AZ	91	NBC	DN	17,000
63 KZAZ	TUCSON	AZ	91	IND	DN	1,000
64 WNCT	GREENVILLE	NC	94	CBS	DT	35,000
65 WHNT	HUNTSVILLE	AL	96	CBS	DN	50,000
66 KKTU	COLORADO SPRINGS	CO	103	CBS	DT	4,000
67 KVIA	EL PASO	TX	105	ABC	EN	9,000
68 WTWO	TERRE HAUTE	IN	109	NBC	DT	8,000
69 WSTV	STEUBENVILLE	OH	111	CBS	SD	38,000
70 KBMT	BEAUMONT	TX	120	ABC	SD	14,000
71 KFDM	BEAUMONT	TX	120	CBS	DN	40,000
72 KMEG	SIOUX CITY	IA	123	CBS	DT	3,000
73 KCBQ	LUBBOCK	TX	125	NBC	DT	12,000
74 WKBT	LA CROSSE	WI	126	CBS	SD	51,000
75 KTSB	TOPEKA	KS	131	NBC	DT	2,000
76 WCBI	COLUMBUS	MS	136	ABC	EN	44,000
77 KORK	LAS VEGAS	NV	137	NBC	EN	33,000
78 WECA	TALLAHASSEE	FL	140	ABC	DT	8,000
79 WINK	FT. MYERS	FL	142	CBS	SD	76,000
80 KCRL	RENO	NV	148	NBC	EN	14,000
81 KRBC	ABILENE	TX	155	NBC	SD	90,000
82 KTXS	ABILENE	TX	155	ABC	DT	6,000
83 KTVL	MEDFORD	OR	156	NBC	DT	6,000
84 KULR	BILLINGS	MT	161	ABC	EN	35,000
85 KFBB	GREAT FALLS	MT	175	ABC	DT	12,000
86 KTVS	STERLING	CO	176	CBS	EN	1,000
87 KYCU	CHEYENNE	WY	176	CBS	DT	16,000
88 WCJB	GAINESVILLE	FL	177	ABC	DT	5,000
89 WJHG	PANAMA CITY	FL	178	ABC	DT	4,000
90 WLUC	MARQUETTE	MI	179	CBS	DT	8,000
91 WLOX	BILOXI	MS	183	ABC	DT	11,000
92 KESQ	PALM SPRINGS	CA	187	ABC	SD	24,000
93 WLIO	LIMA	OH	194	NBC	DT	8,000
94 KCTV	SAN ANGELO	TX	196	CBS	DT	10,000
95 WHIZ	ZANESVILLE	OH	203	NBC	SD	17,000
96 WBBB	ALPENA	MI	211	CBS	DT	1,000

 4,807,000

STAT	CITY AND STATE	POPULATION
WAVU	ALBERTVILLE, ALA	57,100
WAUD	AUBURN, ALA	25,000
WATV	BIRMINGHAM, ALA	286,700
WENN	BIRMINGHAM, ALA	286,700
WADS	DECATUR, ALA	41,300
WPPA	FORT PAYNE, ALA	47,200
WJBY	GAOSDEN, ALA	53,500
WNSA	HUNTSVILLE, ALA	149,400
WABB	MOBILE, ALA	193,600
WGOK	MOBILE, ALA	194,700
WHBB	SELMA, ALA	26,800
WUQA	TUSCALOOSA, ALA	67,000
		1,429,000 *
KCEE	TUSCON, ARIZ	343,600
		343,600 *
KXAR	HOPE, ARK	19,600
KGUS	HOT SPRINGS, ARK	36,600
KOKY	LITTLE ROCK, ARK	177,600
KVMA	MAGNOLIA, ARK	26,200
KMBH	MONTICELLO, ARK	15,600
KBRB	SPRINGDALE, ARK	148,100
KWYN	WYNNE, ARK	21,200
		444,900 *
KANG	ANGWIN, CAL	
KGEE	BAKERSFIELD, CAL	340,800
KROP	BRAWLEY, CAL	83,000
KREL	CORONA, CAL	31,200
KCVR	LODI, CAL	30,300
KLBS	LOS BANOS, CAL	116,500
KTRB	MODESTO, CAL	215,200
KBRG	SAN FRANCISCO, CAL	666,900
KSCU	SANTA CLARA, CAL	91,400
KHUM	SANTA ROSA, CAL	252,500
KVML	SONORA, CAL	25,200
KSJC	STOCKTON, CAL	120,300
KLIL	UKIAH, CAL	53,500
KNBA	VALLEJO, CAL	79,000
KWSO	WASCO, CAL	340,800
KSYC	YREKA, CAL	35,300
		2,481,900 *
KOSI	AURORA, COL	512,500
KREX	GRAND JUNCTION, COL	26,500
KSLV	MONTE VISTA, COL	10,600
KVRH	SALIDA, COL	11,600
KGEK	STERLING, COL	19,600
KFLJ	WALSENBURG, COL	6,600
		587,400 *
WADS	ANSONIA, CONN	23,100
WBIS	BRISTOL, CONN	58,000
WRCH	FARMINGTON, CONN	148,200

STATION	CITY AND STATE	POPULATION
WINF	MANCHESTER, CONN	50,900
WELI	NEW HAVEN, CONN	424,400
WAVZ	NEW HAVEN, CONN	132,400
WSNG	TORRINGTON, CONN	31,700
		868,700 *
WILM	WILMINGTON, DEL	75,800
WTUX	WILMINGTON, DEL	75,800
		151,600 *
WHUR	WASHINGTON, DC	708,700
WHUR	WASHINGTON, DC	708,700
		1,417,400 *
WJCH	BRADENTON, FLA	24,900
WSBB	DAYTONA BEACH, FLA	54,200
WZEP	DEFUNIAK SPRINGS, FLA	16,600
WJBS	DELAND, FLA	
WLCO	EUSTIS, FLA	82,400
WIRA	FT PIERCE, FLA	59,100
WAKA	GAINESVILLE, FLA	128,400
WLIZ	LAKE WORTH, FLA	25,500
WBUS	MIAMI BEACH, FLA	56,700
WING	SEFFNER, FLA	
WADC	ST AUGUSTINE, FLA	36,100
		523,900 *
WSB	ATLANTA, GA	1,848,200
WTHB	AUGUSTA, GA	60,100
WGRA	CAIRO, GA	17,400
WQAK	DECATUR, GA	21,800
WYTH	MADISON, GA	9,900
WOWE	ROSSVILLE, GA	52,300
WLET	TODDGA, GA	21,000
		2,030,700 *
KSPD	BOISE, ID	102,300
KGEM	BOISE, IDAHO	102,300
KA IN	NAMPA, ID	23,800
KACH	PRESTON, ID	8,600
		237,000 *
WMRO	AURORA, ILL	81,900
WCIL	CARBONDALE, ILL	31,400
WROY	CARMI, ILL	15,800
WGIL	GALESBURG, ILL	35,100
WJBM	JERSEYVILLE, ILL	18,700
WLNR	LANSING, ILL	28,300
WKAI	MACOMB, ILL	21,900
WPOK	PONTIAC, ILL	39,700
WTAY	ROBINSON, ILL	19,100
WIZZ	STREATOR, ILL	107,100
		399,000 *
WCRO	BLUFFTON, IND	24,600

STATION	CITY AND STATE	POPULATION
WPDF	CORYDON, IND	20,700
WCMR	ELKHART, IND	133,500
WGL	FORT WAYNE, IND	184,700
WKAM	GOSHEN, IND	44,200
WIBC	INDIANAPOLIS, IND	1,151,600
WIDU	KOKOMO, IND	50,300
WBAT	MARION, IND	41,400
WREY	NEWALBANY, IND	38,600
WKBV	RICHMOND, IND	43,600
WSLM	SALEM, IND	19,600
		1,752,800 *
KJAN	ATLANTIC, IO	17,300
WMT	CEDAR RAPIDS, IOWA	110,700
KRIT	CLARION, IO	16,800
KOUR	INDEPENDENCE, IO	22,000
KIFG	IOWA FALLS, IO	22,500
KBIZ	OTTUMWA, IO	31,700
KMA	SHENANDOAH, IO	17,900
		238,900 *
KGGF	COFFEYVILLE, KS	42,300
KUPK	GARDEN CITY, KANS	21,700
KAWS	LARNED, KS	8,000
KUOL	SHAWNEE MISSION, KS	262,500
KAKE	WICHITA, KS	334,500 *
WANY	ALBANY, KY	7,800
WLBK	BOWLING GREEN, KY	62,800
WLBK	LEBANON, KY	16,100
WFPL	LOUISVILLE, KY	335,500
WFTM	MAYSVILLE, KY	17,000
WMOR	MOREHEAD, KY	15,900
WDOC	PRESTONBURG, KY	40,500
WRVK	RENFRO VALLEY, KY	12,100
		507,700 *
KEUN	EUNICE, LA	79,700
KLUV	HAYNESVILLE, LA	16,100
KAPB	MARKSVILLE, LA	37,400
WXEL	NEW ORLEANS, LA	554,600
		687,800 *
WJTO	BATH, MAINE	96,700
WSJR	FORT KENT, ME	96,700
		193,400 *
WNAV	ANNAPOLIS, MD	37,900
WCAO	BALTIMORE, MD	852,300
WTBO	CUMBERLAND, MD	84,900
WFRB	FROSTBURG, MD	84,900
		1,060,000 *
WILD	BOSTON, MASS	610,900

STATION	CITY AND STATE	POPULATION
WBET	BROCKTON, MASS	165,000
WHAI	GREENFIELD, MASS	60,200
WSBS	GT BARRINGTON, MASS	27,500
WHAU	HAVERHILL, MASS	45,000
WCMS	LEOMINSTER, MASS	36,200
		944,800 *
WPAG	ANN ARBOR, MICH	259,300
WSJM	BENTON HARBOR, MI	15,500
WGPR	DETROIT, MI	1,309,100
WCHD	DETROIT, MICH	4,508,500
WWCK	FLINT, MI	189,800
WION	IONIA, MI	49,100
WJPD	ISHPEMING, MI	70,200
WTCM	TRAVERSE CITY, MICH	43,900
		6,445,400 *
KKIN	AITKIN, MINN	14,100
KRWC	BUFFALO, MN	46,000
KROX	CROOKSTON, MN	37,300
KDLM	DETROIT LAKES, MN	28,100
WDSM	DULUTH, MN	97,300
KSUM	FAIRMONT, MN	29,500
KGHS	INTERNATIONAL FALLS, MN	17,900
KLTF	LITTLE FALLS, MN	26,900
WAYL	NEW BRIGHTON, MN	417,500
		710,600 *
WHSY	HATTIESBURG, MS	59,500
WNDC	HAZLEHURST, MS	25,100
WJMI	JACKSON, MS	207,500
WAML	LAUREL, MS	25,200
WHNY	MCCOMB, MS	33,000
		350,300 *
KDMO	CARTHAGE, MO	83,000
KCHR	CHARLESTON, MO	15,300
KDKD	CLINTON, MO	20,600
KWKI	KANSAS CITY, MO	1,298,600
KLWT	LEBANON, MO	19,800
KSGH	ST GENEVIEVE, MO	15,000
KUSN	ST JOSEPH, MO	100,900
KADI	ST LOUIS, MO	2,446,400
		3,999,600 *
KURL	BILLINGS, MONT	73,900
KGLE	GLENDIVE, MONT	10,800
KXGN	GLENDIVE, MONT	11,300
KHDN	HARDIN, MONT	10,600
KGEZ	KALISPELL, MONT	43,600
KPRK	LIVINGSTON, MONT	10,900
KGRZ	MISSOULA, MONT	64,300
		225,400 *
KUVR	HOLDREGE, NEB	9,800

STATION	CITY AND STATE	POPULATION
KBRX	ONEILL, NEB	13,100
KOGA	OGALLALA, NEB	8,600
		31,500 *
KELY	ELY, NEV	10,200
KORK	LAS VEGAS, NEV	337,900
		348,100 *
WMDU	BERLIN, NH	33,300
WLNH	LACONIA, NH	34,700
WSMN	NASHUA, NH	94,200
		162,200 *
WJLK	ASBURY PARK, NJ	16,100
WTMR	CAMDEN, NJ	98,600
WCAM	CAMDEN, NJ	95,600
WFMU	MAPLEWOOD, NJ	8,340
		218,640 *
KLNX	CLAYTON, MN	5,000
KLNX	CLAYTON, NM	5,000
KBIM	ROSWELL, NM	42,800
		52,800 *
WBTA	BATAVIA, NY	62,400
WUFO	BUFFALO, NY	412,700
WCLI	CORNING, NY	99,300
WODE	DUNKIRK, NY	147,000
WEHN	ELMIRA HTS, NY	101,600
WSKG	ENDWELL, NY	59,200
WICB	ITHACA, NY	87,100
WJTN	JAMESTOWN, NY	146,600
WKNY	KINGSTON, NY	25,500
WLFH	LITTLE FALLS, NY	66,900
WLVL	LOCKPORT, NY	28,100
WVOX	NEW ROCHELLE, NY	80,500
WJJL	NIAGARA FALLS, NY	84,700
WOCR	OSWEGO, NY	24,300
WBVM	UTICA, NY	86,500
WNNY	WATERTOWN, NY	92,800
WFAS	WHITE PLAINS, NY	49,400
		1,654,600 *
WAAK	DALLAS, NC	152,100
WFAQ	FARMVILLE, NC	73,700
WAGY	FOREST CITY, NC	50,800
WKDX	HAMLET, NC	40,400
WKMT	KINGS MOUNTAIN, NC	75,200
WSAT	SALYSBURY, NC	23,100
WMPH	SMITHFIELD, NC	64,100
WJRH	TROY, NC	19,400
WKSK	W JEFFERSON, NC	20,400
MLLY	WILSON, NC	33,000
		552,200 *

STATION	CITY AND STATE	POPULATION
KBMR	BISMARCK, ND	48,100
KDAK	CARRINGTON, ND	4,800
KNDC	HETTINGER, ND	3,800
		56,700 *
WHFD	ARCHBOLD, OH	34,200
WNCO	ASHLAND, OH	20,900
WBNO	BRYAN, OH	34,800
WZAK	CLEVELAND, OH	2,026,300
WDAO	DAYTON, OH	864,700
WHIO	DAYTON, OH	203,200
WLFC	FINDLAY, OH	38,700
WHOK	LANCASTER, OH	33,100
WIMA	LIMA, OH	53,100
WLNO	LONDON, OH	28,700
WMAN	MANSFIELD, OH	57,300
WMOA	MARIETTA, OH	16,400
WMRN	MARION, OH	41,800
WMHS	MO MADISON, OH	2,026,300
WLKR	NORWALK, OH	16,100
WRWR	PORT CLINTON, OH	37,000
WERT	VAN WERT, OH	28,500
WELW	WILLOUGHBY, OH	21,600
		5,582,700 *
KALV	ALVA, OKLA	11,000
		11,000 *
KRNS	BURNS, ORE	7,400
KTIL	TILLAMCOCK, ORE	17,600
KTIL	TILLAMOOK, ORE	17,600
		42,600 *
WSAN	ALLENTOWN, PA	112,400
WBFD	BEDFORD, PA	44,100
WBYO	BOYERTOWN, PA	308,100
WISR	BUTLER, PA	17,500
WJUN	MEXICO, PA	17,000
WMCO	PHILADELPHIA, PA	1,901,900
WYJZ	PITTSBURGH, PA	490,500
WRFY	READING, PA	86,800
HKMC	ROARING SPRING, PA	138,900
WISL	SHAMOKIN, PA	102,300
WMBS	UNIONTOWN, PA	16,300
WAMB	WARMINSTER, PA	
		3,235,800 *
WPRO	PROVIDENCE, RI	169,900
WARV	WARWICK, RI	89,500
MERI	WESTERLY, RI	92,400
WMON	WOONSOCKET, RI	48,300
		400,100 *
WABV	ABBEVILLE, SC	22,100
WBEU	BEAUFORT, SC	57,200

STATION	CITY AND STATE	POPULATION
WINH	GEORGETOWN, SC	38,100
WJOT	LAKE CITY, SC	92,900
		210,300 *
KYNT	YANKTON, SD	14,900
		14,900 *
WDNT	DAYTON, TN	21,000
WJAK	JACKSON, TN	74,500
WKPT	KINGSPORT, TN	34,600
WJJM	LEWISBURG, TN	17,800
WHOM	MCKENZIE, TN	26,800
WHOT	MURFREES BORO, TN	29,300
WTPR	PARIS, TN	24,600
WDBL	SPRINGFIELD, TN	32,000
		260,600 *
KFMN	ABILENE, TX	96,800
KGNC	AMARILLO, TX	154,000
KJET	BEAMONT, TX	117,000
KGBC	GALVESTON, TX	63,500
KGTN	GEORGETOWN, TX	38,700
KFRD	LONGVIEW, TX	56,000
KBUS	MEXIA, TX	17,200
KDIP	ODESSA, TX	78,900
KIKK	PASADENA, TX	113,300
KTEO	SAN ANGELO, TX	66,800
KBYP	SHAMROCK, TX	5,900
KKAS	SILSBEE, TX	33,000
		841,100 *
KVNV	LOGAN, UT	26,400
KURA	MOAB, UT	5,900
		32,300 *
WSYB	RUTLAND, VT	54,600
WWSR	ST. ALBANS, VT	32,500
		87,100 *
WLSO	BIG STONE GAP, VA	38,900
WINA	CHARLOTTESVILLE, VA	41,700
WBTH	DANVILLE, VA	45,800
WDNE	ELKINS, W VA	27,700
WFAX	FALLS CHURCH, VA	544,900
WLES	LAWRENCEVILLE, VA	15,400
WMEV	MARION, VA	31,000
WAVY	PORTSMOUTH, VA	784,500
WFOG	SUFFOLK, VA	48,400
WNNT	WARSAW, VA	5,400
WHPL	WINCHESTER, VA	45,200
		1,628,900 *
KSEM	MOSES LAKE, WA	39,400
KAPS	MOUNT VERNON, WA	57,800
KAPA	RAYMOND, WA	15,900

STATION	CITY AND STATE	POPULATION
KOL	SEATTLE, WA	507,000
KDFL	SUMNER, WA	155,000
KMEL	WENATCHEE, WA	40,300
		815,400 *
WTCS	FAIRMONT, W VA	26,800
WVOW	LOGAN, W VA	47,500
WMOV	RAVENSWOOD, W VA	23,000
		97,300 *
WAPL	APPLETON, WIS	60,000
WATW	ASHLAND, WIS	16,400
WBHS	BURLINGTON, WIS	
WBSD	BURLINGTON, WIS	
WRVS	ELM GROVE, WIS	
WCLO	JANESVILLE, WIS	48,100
WKAU	KAUKANA, WIS	122,500
WLDY	LADYSMITH, WIS	13,900
WMFM	MADISON, WIS	177,100
WRJC	MAUSTON, WIS	18,300
WTCH	SHAWANO, WIS	32,600
		488,900 *
KBBS	BUFFALO, WYO	5,800
KOWB	LARAMIE, WYO	26,500
KYCN	WHEATLAND, WYO	6,400
		38,700 *
KBYS	ANCHORAGE, ALAS	78,100
		78,100 *
KNDI	HONOLULU, HA	337,800
KGUO	HONOLULU, HA	337,800
KHYH	HONOLULU, HA	337,800
		1,013,400 *
CJRN	ONTARIO, CAN	
VDAR	ST JOHNS, NFNDLND, CAN	
CJOR	VANCOUVER, BC, CAN	
		*
WVWI	ST THOMAS, VI	
		*
		46,322,240

(III - ACTIVITIES)

ITEM 11. d)

1978 COACHES TOUR AND CLINIC PROGRAM
FINAL REPORT

TOUR

The 1978 Coaches Tour for Fitness again achieved excellent media exposure for tea in this its sixteenth year. Several factors contributed to this year's outstanding results.

First: of course, are the coaches. Three new coaches, all from extremely successful, nationally known schools were added, and all proved excellent choices. They are: Fred Akers, University of Texas; Darryl Rogers, Michigan State University; and Jackie Sherrill of the University of Pittsburgh.

Second: A two page release was specially prepared for newspapers entitled "Being Active in Hot Weather." It covered weight loss, dehydration, the Temperature Humidity Index, and naturally, iced tea the liquid replacement.

Third: The coaches emphasized the need for stretching exercises (particularly on television) when preparing for any sport or activity, and this too led into the need for liquid replacement and hence tea.

One of the highlights of this year and indeed any year was the visit to New York by Barry Switzer of the University of Oklahoma. Coach Switzer is an extremely believable and persuasive representative for tea, and in interviews with WNBC-TV, WABC-TV, WNEW-TV, the two wire services and other media sprinkled his conversation with statements such as "We win national championships drinking tea at Oklahoma" and "At Oklahoma we give them all the hot tea and iced tea they want. We win at Oklahoma with tea."

In all, the coaches visited 52 major cities important to tea. In each city they appeared on one or more daytime television talk shows, did interviews with television sports directors at the three network affiliated stations, met with sports editors and columnists at one or two stations, and did radio interviews for both sports programs and public service shows.

In total 17 coaches traveled to 52 cities, appeared on television, 203 times, radio 190 times and did 112 newspaper interviews.

Attached is a city by city numerical listing of the appearances.

September 13, 1978

Michael L. Friedman

<u>COACH</u>	<u>CITY</u>	<u>RADIO</u>	<u>TV</u>	<u>NEWSPAPER</u>
Dave Nelson (Delaware)	Baltimore,	3	4	2
	Washington, D.C.	5	3	2
	Norfolk	4	4	2
	Richmond	5	3	1
Jerry Claiborne (Maryland)	Raleigh-Durham	6	3	3
	Winston-Salem/ Greensboro	5	3	3
	Charlotte	3	5	2
Jim Carlen (South Carolina)	Cincinnati	3	4	2
	Indianapolis	2	5	2
	Louisville	4	4	2
Bob Blackman (Cornell)	Springfield	3	1	1
	Portland	3	3	2
	Providence	4	4	2
Bill Murray (AFCA)	Denver	3	5	2
	Kansas City	4	4	1
	St. Louis	4	5	3
Jackie Sherrill (Pittsburgh)	Cleveland	3	5	2
	Detroit	4	4	2
	Chicago	5	2	4a
George Welsh (U.S. Naval Academy)	Atlanta	4	4	2
	Nashville	3	4	2
	Memphis	3	5	2
Frank Kush (Arizona State)	Pittsburgh	3	4	2
	Scranton/ Wilkes-Barre	4	2	3
	Philadelphia	3	4	2
Ben Martin (U.S. Air Force Academy)	San Antonio	3	3	2
	Houston	5	3	2
	Dallas/Ft. Worth	4	5	3
Bill Dooley (Virginia Poly)	Birmingham	4	4	2
	New Orleans	3	4	2
	Mobile	4	4	2
Eddie Robinson (Grambling)	Dayton	3	4	2
	Columbus	2	5	2
	Toledo	3	3	2
	Milwaukee	4	4	3b

a Includes AP and UPI, Chicago
b Includes Black Press

<u>COACH</u>	<u>CITY</u>	<u>RADIO</u>	<u>TV</u>	<u>NEWSPAPER</u>
Darryl Rogers (Michigan State)	Albany	4	5	2
	Syracuse	3	4	2
	Rochester	4	4	2
	Buffalo	3	5	2
Vince Dooley (Georgia)	Jacksonville	5	4	2
	Tampa	3	5	3
	Miami	4	4	1
Fred Akers (Texas)	Phoenix	3	5	2
	Los Angeles	4	2	3
	San Diego	3	4	2
Fred Dunlap (Colgate)	New Haven	3	1	1
	Hartford	3	3	1
	Boston	4	5	2
Johnny Majors (Tennessee)	Seattle	4	5	2
	Portland	3	6	2
	San Francisco/			
	San Jose	4	5	3
Barry Switzer (Oklahoma)	New York	5c	3	5d
Total		190	203	112

c Includes AP Radio and UPI Audio
d Includes AP and UPI

CLINICS

In 1978, the Tea Council participated in 31 State, Regional and Special Football Clinics with a combined attendance of 22,550 coaches. As a result of these appearances 623,451 copies of the new Tea Council booklet were distributed to college, high school and junior high school boys and girls.

At most clinics the Tea Council appeared as an exhibitor and booklets were offered to coaches attending. However, at several key sites the Tea Council furnished coaches from the Fitness Program as speakers and booklets were offered with the personal endorsement of the coach.

Though the program was originally budgeted for 25 clinics, several excellent opportunities arose which were taken advantage of with the result that many thousands of additional booklets were distributed.

A complete listing of the clinics and the number of coaches in attendance is attached.

CLINICSNUMBER OF COACHES
ATTENDING

NEW YORK STATE COACHES ASSOCIATION	1,250
WAYNE STATE UNIVERSITY	900
WASHINGTON, D.C.	1,000
ATLANTA, GA.	750
CHERRY HILL, N.J.	300
HOUSTON, TX.	200
PROVIDENCE, R.I.	300
BINGHAMTON, N.Y.	1,100
ST. LOUIS, MO.	750
SAN DIEGO, CA.	800
CHICAGO, IL.	450
ALLENTOWN, PA.	350
TARRYTOWN, N.Y.	400
BOSTON, MA.	500
MYRTLE BEACH, S.C.	350
CINCINNATI, OH.	550
ATLANTIC CITY, N.J.	1,200
UNIVERSITY OF MICHIGAN	800
VIRGINIA BEACH, VA.	400

CLINICS

NUMBER OF COACHES
ATTENDING

NEW BRUNSWICK, N.J.	400
ROCHESTER, N.Y.	800
UNIVERSITY OF ILLINOIS	1,000
BOSTON, MA. (MASSACHUSETTS COACHES ASSN.)	450
NORTH CAROLINA COACHES ASSOCIATION	1,450
SOUTH CAROLINA COACHES ASSOCIATION	1,200
ARKANSAS COACHES ASSOCIATION	1,150
FLORIDA COACHES ASSOCIATION	700
GEORGIA COACHES ASSOCIATION	600
OKLAHOMA COACHES ASSOCIATION	1,200
IOWA COACHES ASSOCIATION	550
TENNESSEE COACHES ASSOCIATION	<u>700</u>
	22,550

(III-ACTIVITIES) ITEM II. e)

Attachment #390

FOOTBALL COACHES TV SPOT

DAN DEVINE

In 1978 it was decided to offer the Football Coaches television spot in mid-August, rather than in March or April in order to take advantage of the interest that begins to build in college football toward the end of the Summer.

We were most fortunate to have as our spokesman Dan Devine, coach of the National Champions, Notre Dame. The tape was shot on location at pre-season practice at Notre Dame, and for the first time footage was also shot of football players drinking tea at the training table.

Notre Dame, more than any other college, is a "national" team with a following all over America, and the results to date have thus far reflected that popularity. As always, the tape was offered exclusively to one station in a market, and already stations in 104 markets have requested it for airing in the sports segments of their evening news programs. To date 73 stations have already aired the Tea Council Football Coaches TV Spot and indications that more than 125 will have played it at the completion of the project.

UPDATE: DECEMBER 13, 1978 - Attachment #390

At least 115 television stations; including stations in Chicago, Philadelphia, San Francisco, Boston, Detroit and Cleveland -- all top 10 markets -- aired the Dan Devine tape as part of their evening news programs seen by over 10 million people. In all the tape was requested by stations in 130 markets.

Among the major stations which have already played the tape are WPVI, Philadelphia, WXYZ, Detroit, WTAE, Pittsburgh, and KTRK, Houston. A complete printout listing all stations requesting the tape and those that have confirmed airplay is attached.

Michael L. Friedman

DWJ Associates

September 13, 1978

DAN DEVINE FINAL REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WLS	CHICAGO	IL	3	ABC	EN	389,000
2 WPVI	PHILADELPHIA	PA	4	ABC	SD	647,000
3 KPIX	SAN FRANCISCO	CA	5	CBS	SD	334,000
4 WCVB	NEEDHAM	MA	6	ABC	SD	319,000
5 WXYZ	DETROIT	MI	7	ABC	SD	371,000
6 WJKW	CLEVELAND	OH	9	CBS	SD	314,000
7 WTAE	PITTSBURGH	PA	11	ABC	SD	364,000
8 KTRK	HOUSTON	TX	12	ABC	SD	274,000
9 KMSP	MINNEAPOLIS	MN	14	ABC	SD	60,000
10 WCKT	MIAMI	FL	15	NBC	SD	235,000
11 WXIA	ATLANTA	GA	16	ABC	SD	149,000
12 WTSP	ST. PETERSBURG	FL	17	ABC	SD	63,000
13 WBAL	BALTIMORE	MD	19	NBC	SD	229,000
14 WTNH	NEW HAVEN	CT	24	ABC	SD	193,000
15 KCMO	KANSAS CITY	MO	27	CBS	SD	183,000
16 WKBW	BUFFALO	NY	29	ABC	SD	157,000
17 WBKO	BOWLING GREEN	KY	30	ABC	SD	39,000
18 WBNS	COLUMBUS	OH	32	CBS	SD	226,000
19 WOTV	GRAND RAPIDS	MI	39	NBC	SD	124,000
20 WFTV	ORLANDO	FL	40	ABC	SD	100,000
21 WTVD	DURHAM	NC	42	CBS	SD	159,000
22 WCHS	CHARLESTON	WV	44	CBS	SD	113,000
23 WAST	ALBANY	NY	45	CBS	DT	10,000
24 WGAL	LANCASTER	PA	47	NBC	SD	198,000
25 WVEC	HAMPTON	VA	48	ABC	SD	96,000
26 WAPI	BIRMINGHAM	AL	50	NBC	SD	81,000
27 KSAT	SAN ANTONIO	TX	51	ABC	SD	54,000
28 KTUL	TULSA	OK	52	ABC	SD	200,000
29 WFMY	GREENSBORO	NC	53	CBS	DT	34,000
30 WJRT	FLINT	MI	55	ABC	SD	95,000
31 WTVR	RICHMOND	VA	56	CBS	SD	148,000
32 WVIR	CHARLOTTESVILLE	VA	56	NBC	SD	6,000
33 WTOL	TOLEDO	OH	57	CBS	SD	164,000
34 KSLA	SHREVEPORT	LA	59	CBS	SD	144,000
35 WATE	KNOXVILLE	TN	60	NBC	SD	203,000
36 WBIR	KNOXVILLE	TN	60	CBS	SD	158,000
37 WTVH	SYRACUSE	NY	61	CBS	SD	126,000
38 WOI	AMES	IA	63	ABC	EN	44,000
39 WTLV	JACKSONVILLE	FL	64	NBC	SD	74,000
40 WHEC	ROCHESTER	NY	65	CBS	SD	116,000
41 WSET	LYNCHBURG	VA	67	ABC	SD	64,000
42 KJEO	FRESNO	CA	69	ABC	SD	22,000
43 KDUB	DUBUQUE	IA	70	ABC	SD	9,000
44 WDEF	CHATTANOOGA	TN	73	CBS	SD	108,000
45 WQAD	MOLINE	IL	74	ABC	SD	41,000
46 KHQ	SPOKANE	WA	75	NBC	SD	87,000
47 WCSH	PORTLAND	ME	79	NBC	SD	50,000
48 WPEC	W. PALM BEACH	FL	81	ABC	SD	62,000
49 KOLN	LINCOLN	NE	82	CBS	SD	85,000
50 WJTV	JACKSON	MS	83	CBS	DT	25,000

DAN DEVINE FINAL REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 WKPT	KINGSPORT	TN	84	ABC	SD	5,000
52 KYTV	SPRINGFIELD	MO	85	NBC	SD	161,000
53 WRAU	CREVE COEUR	IL	88	ABC	SD	54,000
54 WTVQ	LEXINGTON	KY	89	ABC	SD	25,000
55 KZAZ	TUCSON	AZ	91	IND	SD	15,000
56 KELO	SIOUX FALLS	SD	92	CBS	SD	143,000
57 WJIM	LANSING	MI	93	CBS	SD	93,000
58 WBRZ	BATON ROUGE	LA	95	ABC	SD	78,000
59 WAAY	HUNTSVILLE	AL	96	ABC	SD	71,000
60 KTVU	AUSTIN	TX	97	NBC	SD	19,000
61 WIFR	ROCKFORD	IL	100	CBS	SD	25,000
62 KKTU	COLORADO SPRINGS	CO	103	CBS	EN	43,000
63 KVIA	EL PASO	TX	105	ABC	SD	9,000
64 WDIO	DULUTH	MN	107	ABC	SD	69,000
65 WBAK	TERRE HAUTE	IN	109	ABC	EN	4,000
66 KFDX	WICHITA FALLS	TX	110	NBC	SD	35,000
67 WSTV	STEUBENVILLE	OH	111	CBS	SD	38,000
68 KODE	JOPLIN	MO	113	ABC	SD	49,000
69 WTOG	SAVANNAH	GA	114	CBS	SD	33,000
70 KATC	LAFAYETTE	LA	115	ABC	SD	30,000
71 KVII	AMARILLO	TX	117	ABC	SD	82,000
72 WPNB	TRAVERSE CITY	MI	118	NBC	SD	21,000
73 WKAB	MONTGOMERY	AL	119	ABC	SD	6,000
74 KBMT	BEAUMONT	TX	120	ABC	SD	14,000
75 KFDM	BEAUMONT	TX	120	CBS	SD	94,000
76 WICZ	BINGHAMTON	NY	122	NBC	SD	10,000
77 WCBD	CHARLESTON	SC	124	ABC	SD	32,000
78 KMCC	LUBBOCK	TX	125	ABC	SD	48,000
79 WKBT	LA CROSSE	WI	126	CBS	SD	51,000
80 WWAY	WILMINGTON	NC	129	ABC	SD	33,000
81 WIRW	TOPEKA	KS	131	CBS	SD	78,000
82 WOAY	OAK HILL	WV	132	ABC	EN	24,000
83 WOAY	OAK HILL	WV	132	ABC	SD	24,000
84 KSHO	LAS VEGAS	NV	137	ABC	SD	7,000
85 KGBT	HARLINGEN	TX	138	CBS	SD	59,000
86 KCBJ	COLUMBIA	MO	139	ABC	SD	5,000
87 KRCR	REDDING	CA	145	ABC	SD	62,000
88 WEVU	BONITA SPRINGS	FL	145	ABC	SD	5,000
89 WABI	BANGOR	ME	146	CBS	SD	72,000
90 KCRL	RENO	NV	148	NBC	SD	14,000
91 WALB	ALBANY	GA	150	NBC	DT	132,000
92 WUTR	UTICA	NY	151	ABC	SD	14,000
93 KGOV	MISSOULA	MT	153	NBC	SD	38,000
94 KPWR	BAKERSFIELD	CA	154	CBS	EN	4,000
95 KRBC	ABILENE	TX	155	NBC	SD	90,000
96 KOTI	KLAMATH FALLS	OR	156	ABC	SD	1,000
97 KFSM	FT. SMITH	AR	162	NBC	SD	110,000
98 KRTV	GREAT FALLS	MT	175	NBC	SD	16,000
99 KQTV	ST. JOSEPH	MO	181	ABC	SD	45,000
100 KEYC	MANKATO	MN	186	CBS	SD	32,000

DAN DEVINE FINAL REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
101 KESQ	PALM SPRINGS	CA	187	ABC	SD	24,000
102 WCFT	TUSCALOOSA	AL	189	CBS	SD	7,000
103 WHMA	ANNISTON	AL	191	CBS	SD	8,000
104 WLIO	LIMA	OH	194	NBC	SD	50,000
105 KCTV	SAN ANGELO	TX	196	CBS	SD	24,000
106 WHSV	HARRISONBURG	VA	199	ABC	SD	39,000
107 WAGM	PRESQUE ISLE	ME	201	CBS	EN	10,000
108 KTVO	KIRKSVILLE	MO	202	ABC	SD	37,000
109 WHIZ	ZANESVILLE	OH	203	NBC	SD	17,000
110 KXIX	VICTORIA	TX	206	ABC	SD	27,000
111 KNOP	N. PLATTE	NE	209	NBC	SD	14,000
112 KTCM	HELENA	MT	210	NBC	SD	6,000
113 WBKB	ALPENA	MI	211	CBS	SD	5,000
114 KYUS	MILES CITY	MT	212	NBC	SD	20,000
115 WNNE	WHITE RIVER JUNCT		215	NBC	SD	1,000

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10,057,000

Attachment #391

TELEVISION SPORTS SPOT

JIM FIXX

Earlier this Summer a unique opportunity arose, the chance to videotape a ninety second television news segment for sports directors with Jim Fixx, author of the bestselling book, The Complete Book of Running. The popularity of running in the United States needs hardly to be explained. An estimated forty-five million people now run or jog on a somewhat regular basis, and Fixx's book has already sold nearly 600,000 copies in hardcovers, a staggering figure.

The spot was taped with Jim Fixx during his daily running workout and in it he discussed several aspects of running; how to run faster, further, and most important how and why to replace liquids, whether running a mile or two or, as in this case, the Boston Marathon.

The Fixx tape was offered to sports directors at local television stations, usually on an exclusive basis. However, in a limited number of cases more than one station in a market was anxious to have the material and it was provided, with the understanding that there would not be an exclusive.

Though the Fixx tape will have a long life, already it has been requested by 119 stations, 69 of which have so far confirmed airing. Already more than five million viewers have seen Jim Fixx on running and on tea. We expect that the tape will play on as many as 135 stations before the cold weather sets in. A complete printout of stations requesting and airing the tape is attached.

Michael L. Friedman

DWJ Associates

September 13, 1978

DWJ ASSOCIATES

SEP 6, 1978

JIM FIXX REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WGN	CHICAGO	IL	3	IND	SD	337,000
2 WFMZ	ALLENTOWN	PA	4	IND	SD	8,000
3 WPVI	PHILADELPHIA	PA	4	ABC	SD	647,000
4 KGO	SAN FRANCISCO	CA	6	ABC	SD	295,000
5 KTSF	SAN FRANCISCO	CA	6	IND	SD	2,000
6 WXYZ	DETROIT	MI	7	ABC	SD	371,000
7 WJLA	WASHINGTON	DC	8	ABC	SD	169,000
8 WTAE	PITTSBURGH	PA	10	ABC	SD	364,000
9 KPLR	ST. LOUIS	MO	12	IND	EN	118,000
10 KTRK	HOUSTON	TX	13	ABC	SD	274,000
11 WCIX	MIAMI	FL	15	IND	SD	48,000
12 WXIA	ATLANTA	GA	16	ABC	SD	149,000
13 WLCY	ST. PETERSBURG	FL	17	ABC	SD	63,000
14 WBFF	BALTIMORE	MD	19	IND	SD	34,000
15 KMGH	DENVER	CO	21	CBS	SD	157,000
16 KOVR	SACRAMENTO	CA	23	ABC	SD	67,000
17 WITI	MILWAUKEE	WI	25	ABC	SD	133,000
18 WDAF	KANSAS CITY	MO	27	NBC	SD	161,000
19 WIVB	BUFFALO	NY	28	CBS	DN	67,000
20 WKBW	BUFFALO	NY	28	ABC	SD	157,000
21 WTVF	NASHVILLE	TN	31	CBS	SD	224,000
22 WBNS	COLUMBUS	OH	32	CBS	SD	226,000
23 WHKY	HICKORY	NC	33	IND	SD	50,000
24 KOAI	FLAGSTAFF	AZ	34	NBC	SD	7,000
25 KTAR	PHOENIX	AZ	34	NBC	SD	91,000
26 WOTV	GRAND RAPIDS	MI	38	NBC	EN	117,000
27 WFTV	ORLANDO	FL	40	ABC	SD	100,000
28 WCHS	CHARLESTON	WV	43	CBS	SD	113,000
29 WAVY	PORTSMOUTH	VA	46	NBC	SD	65,000
30 WAPI	BIRMINGHAM	AL	48	NBC	SD	81,000
31 WTVB	DURHAM	NC	51	CBS	SD	210,000
32 WJRT	FLINT	MI	52	ABC	SD	147,000
33 WGHP	HIGH POINT	NC	53	ABC	SD	92,000
34 WDHO	TOLEDO	OH	54	ABC	DT	13,000
35 WSPD	TOLEDO	OH	54	NBC	DN	44,000
36 WTOL	TOLEDO	OH	54	CBS	SD	188,000
37 KARK	LITTLE ROCK	AR	55	NBC	SD	40,000
38 KARD	WICHITA	KS	56	NBC	SD	54,000
39 WVIR	CHARLOTTESVILLE	VA	58	NBC	SD	6,000
40 WATE	KNOXVILLE	TN	60	NBC	SD	203,000
41 WTVH	SYRACUSE	NY	61	CBS	SD	126,000
42 KCCI	DES MOINES	IA	62	CBS	SD	137,000
43 WOI	AMES	IA	62	ABC	EN	44,000
44 WOKR	ROCHESTER	NY	66	ABC	SD	113,000
45 WSLs	ROANOKE	VA	68	NBC	SD	76,000
46 WOAD	MOLINE	IL	69	ABC	SD	41,000
47 KJED	FRESNO	CA	70	ABC	SD	22,000
48 KHQ	SPOKANE	WA	72	NBC	DT	13,000
49 KDUB	EVERGREEN PARK	IA	73	ABC	SD	9,000
50 WCSH	PORTLAND	ME	74	NBC	SD	50,000

FORM 8112-S

JIM FIXX REQUEST REPORT

	CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
	51	WSBT	SOUTH BEND	IN	76	CBS	SD	61,000
	52	WPEC	W. PALM BEACH	FL	80	ABC	EN	49,000
	53	WPTV	PALM BEACH	FL	80	NBC	SD	114,000
	54	WTVX	FT. PIERCE	FL	80	CBS	DT	5,000
	55	WJTV	JACKSON	MS	81	CBS	DT	25,000
	56	WRCB	CHATTANOOGA	TN	82	NBC	SD	54,000
	57	WKPT	KINGSPORT	TN	83	ABC	SD	5,000
	58	KOLN	LINCOLN	NE	85	CBS	SD	85,000
	59	WRAU	CREVE COEUR	IL	90	ABC	SD	54,000
	60	KOLD	TUCSON	AZ	93	CBS	SD	37,000
	61	KXJB	FARGO	ND	96	CBS	SD	45,000
	62	WLTX	COLUMBIA	SC	97	CBS	EN	18,000
	63	KTVU	AUSTIN	TX	98	NBC	SD	19,000
	64	WRBT	BATON ROUGE	LA	99	NBC	SD	54,000
	65	KDBC	EL PASO	TX	102	CBS	SD	42,000
	66	KVIA	EL PASO	TX	102	ABC	SD	9,000
	67	WIFR	ROCKFORD	IL	104	CBS	SD	25,000
	68	KDAL	DULUTH	MN	111	CBS	SD	59,000
	69	WBAK	TERRE HAUTE	IN	112	ABC	SD	4,000
	70	KOAM	PITTSBURG	KS	115	NBC	SD	55,000
	71	KODE	JOPLIN	MO	115	ABC	SD	49,000
	72	KATC	LAFAYETTE	LA	116	ABC	SD	30,000
	73	KFDX	WICHITA FALLS	TX	118	NBC	SD	35,000
	74	WXOW	LA CROSSE	WI	121	ABC	SD	8,000
	75	WICZ	BINGHAMTON	NY	122	NBC	SD	10,000
	76	KBMT	BEAUMONT	TX	123	ABC	SD	14,000
	77	KMCC	LUBBOCK	TX	130	ABC	SD	48,000
	78	KNDD	YAKIMA	WA	131	NBC	SD	24,000
	79	WWAY	WILMINGTON	NC	132	ABC	SD	33,000
	80	WQAY	DAK HILL	WV	134	ABC	SD	24,000
	81	KORK	LAS VEGAS	NV	136	NBC	SD	33,000
	82	WJCL	SAVANNAH	GA	137	ABC	SD	24,000
	83	WTOG	SAVANNAH	GA	137	CBS	SD	33,000
	84	KHQA	QUINCY	IL	138	CBS	SD	50,000
	85	WALB	ALBANY	GA	139	NBC	DT	132,000
	86	KGBT	HARLINGEN	TX	143	CBS	SD	59,000
12	87	KRGV	WESLACO	TX	143	ABC	EN	33,000
11	88	WVLI	BANGOR	ME	146	ABC	SD	12,000
10	89	KTVN	RENO	NV	147	CBS	SD	39,000
9	90	KHSL	CHICO	CA	148	CBS	SD	34,000
8	91	KOSA	ODESSA	TX	148	CBS	DT	12,000
7	92	KGVD	MISSOULA	MT	150	NBC	SD	38,000
6	93	KXLF	BUTTE	MT	150	ABC	SD	20,000
5	94	KJTV	BAKERSFIELD	CA	151	CBS	EN	4,000
4								

95	KD	RENO	NV	152	NB	SD	14,000
96	KOTI	KLAMATH FALLS	OR	155	ABC	SD	1,000
97	WTVY	DOTHAN	AL	156	CBS	SD	56,000
98	KLTU	TYLER	TX	157	ABC	WN	47,000
99	KTRE	LUFKIN	TX	157	NBC	EN	1,000
100	KFSM	FT. SMITH	AR	160	NBC	SD	110,000

JIM FIXX REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
101	WWNY	WATERTOWN	NY	163	CBS	SD	84,000
102	KEVN	RAPID CITY	SD	168	ABC	SD	12,000
103	KTVA	ANCHORAGE	AK	170	CBS	SD	12,000
104	WHTV	MERIDIAN	MS	171	NBC	EN	1,000
105	KTEN	ADA	OK	174	ABC	SD	26,000
106	KRTV	GREAT FALLS	MT	175	NBC	SD	16,000
107	KTUS	STERLING	CO	176	CBS	SD	1,000
108	WJHG	PANAMA CITY	FL	179	ABC	DT	4,000
109	KQTV	ST. JOSEPH	MO	183	ABC	SD	45,000
110	KPLM	PALM SPRINGS	CA	186	ABC	SD	24,000
111	KMYT	TWIN FALLS	ID	187	NBC	SD	17,000
112	WHMA	ANNISTON	AL	195	CBS	SD	8,000
113	WHSV	HARRISONBURG	VA	196	ABC	SD	39,000
114	KTVO	KIRKSVILLE	MO	200	ABC	SD	37,000
115	KCTV	SAN ANGELO	TX	202	CBS	SD	24,000
116	WHIZ	ZANESVILLE	OH	203	NBC	SD	17,000
117	WBKB	ALPENA	MI	210	CBS	SD	5,000
118	KXGN	GLENDIVE	MT	211	CBS	SD	14,000
119	KYUS	MILES CITY	MT	211	NBC	SD	20,000
=====						8,575,000	

FORM 8112-S

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JIM FIXX INTERIM USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WGN	CHICAGO	IL	3	IND	SD	337,000
2 WFMZ	ALLENTOWN	PA	4	IND	SD	8,000
3 WPVI	PHILADELPHIA	PA	4	ABC	SD	647,000
4 KTSF	SAN FRANCISCO	CA	6	IND	SD	2,000
5 WXYZ	DETROIT	MI	7	ABC	SD	371,000
6 WTAE	PITTSBURGH	PA	10	ABC	SD	364,000
7 KPLR	ST. LOUIS	MO	12	IND	EN	118,000
8 WCIX	MIAMI	FL	15	IND	SD	48,000
9 WXIA	ATLANTA	GA	16	ABC	SD	149,000
10 WBFF	BALTIMORE	MD	19	IND	SD	34,000
11 KMGH	DENVER	CO	21	CBS	SD	157,000
12 KOVR	SACRAMENTO	CA	23	ABC	SD	67,000
13 WDAF	KANSAS CITY	MO	27	NBC	SD	161,000
14 WIVB	BUFFALO	NY	28	CBS	DN	67,000
15 WBNS	COLUMBUS	OH	32	CBS	SD	226,000
16 WHKY	HICKORY	NC	33	IND	SD	50,000
17 WOTV	GRAND RAPIDS	MI	38	NBC	EN	117,000
18 WCHS	CHARLESTON	WV	43	CBS	SD	113,000
19 WAVY	PORSMOUTH	VA	46	NBC	SD	65,000
20 WAPI	BIRMINGHAM	AL	48	NBC	SD	81,000
21 WTVD	DURHAM	NC	51	CBS	SD	210,000
22 WGHP	HIGH POINT	NC	53	ABC	SD	92,000
23 WDHO	TOLEDO	OH	54	ABC	DT	13,000
24 WSPD	TOLEDO	OH	54	NBC	DN	44,000
25 KARD	WICHITA	KS	56	NBC	SD	54,000
26 WVIR	CHARLOTTESVILLE	VA	58	NBC	SD	6,000
27 WATE	KNOXVILLE	TN	60	NBC	SD	203,000
28 KCCI	DES MOINES	IA	62	CBS	SD	137,000
29 WDKR	ROCHESTER	NY	66	ABC	SD	113,000
30 WQAD	MOLINE	IL	69	ABC	SD	41,000
31 KJED	FRESNO	CA	70	ABC	SD	22,000
32 KHQ	SPOKANE	WA	72	NBC	DT	13,000
33 KDUB	EVERGREEN PARK	IA	73	ABC	SD	9,000
34 WCSH	PORTLAND	ME	74	NBC	SD	50,000
35 WSBT	SOUTH BEND	IN	76	CBS	SD	61,000
36 WPEC	W. PALM BEACH	FL	80	ABC	EN	49,000
37 WTVX	FT. PIERCE	FL	80	CBS	DT	5,000
38 WJTV	JACKSON	MS	81	CBS	DT	25,000
39 WRCB	CHATTANOOGA	TN	82	NBC	SD	54,000
40 WKPT	KINGSPORT	TN	83	ABC	SD	5,000
41 KOLD	TUCSON	AZ	93	CBS	SD	37,000
42 KTVV	AUSTIN	TX	98	NBC	SD	19,000
43 WRBT	BATON ROUGE	LA	99	NBC	SD	54,000
44 KDBC	EL PASO	TX	102	CBS	SD	42,000
45 KVIA	EL PASO	TX	102	ABC	SD	9,000
46 WIFR	ROCKFORD	IL	104	CBS	SD	25,000
47 KDAL	DULUTH	MN	111	CBS	SD	59,000
48 WBAK	TERRE HAUTE	IN	112	ABC	SD	4,000
49 KODE	JOPLIN	MO	115	ABC	SD	49,000
50 KATC	LAFAYETTE	LA	116	ABC	SD	30,000

FORM 8112-S

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JIM FIXX INTERIM USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KFDX	WICHITA FALLS	TX	118	NBC	SD	35,000
52 WXOW	LA CROSSE	WI	121	ABC	SD	8,000
53 WICZ	BINGHAMTON	NY	122	NBC	SD	10,000
54 KBMT	BEAUMONT	TX	123	ABC	SD	14,000
55 KMCC	LUBBOCK	TX	130	ABC	SD	48,000
56 KNDO	YAKIMA	WA	131	NBC	SD	24,000
57 WOAY	OAK HILL	WV	134	ABC	SD	24,000
58 KORK	LAS VEGAS	NV	136	NBC	SD	33,000
59 WTOG	SAVANNAH	GA	137	CBS	SD	33,000
60 KHQA	QUINCY	IL	138	CBS	SD	50,000
61 KGBT	HARLINGEN	TX	143	CBS	SD	59,000
62 WVII	BANGOR	ME	146	ABC	SD	12,000
63 KOSA	ODESSA	TX	148	CBS	DT	12,000
64 KGVO	MISSOULA	MT	150	NBC	SD	38,000
65 KJTV	BAKERSFIELD	CA	151	CBS	EN	4,000
66 KCRL	RENO	NV	152	NBC	SD	14,000
67 KOTI	KLAMATH FALLS	OR	155	ABC	SD	1,000
68 KTRF	LUFKIN	TX	157	NBC	EN	1,000
69 WHTV	MERIDIAN	MS	171	NBC	EN	1,000

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5,137,000

FORM 8112-S

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1978 Tour
Aubrey Franklin - Tea Ambassador
Final Report

The full 1978 program for Aubrey Franklin has been completed and resulted in appearances in 71 markets, 36 of which had been hand-picked for Tea. The balance were the responsibility of Foreign Vintages, Inc., importers of Amaretto di Saronno.

The Tea Ambassador was a very productive spokesman for Tea, presenting his dramatic "performance" for Hot and Iced Tea...for "Tea With Love," and his "Lovely Tea Punch."

Here are his statistics for the 1978 Tour:

Television: 65 programs for a total of 784 minutes
(plus one 30-minute radio interview).

Newspapers: Lengthy feature stories, invariably with photograph(s) in 64 newspapers, the vast majority of which were major metropolitan dailies, with a combined circulation of more than 6.3 million.

These figures do not reveal the quality and impact of the Tea messages that are delivered. The TV tapes and newspaper clippings, however, prove that Aubrey Franklin's unique personality and serio-comic approach give a strong, arresting presentation of the reasons for drinking more Tea more often.

Attached is a detailed, market-by-market summary of the Tea Ambassador's 1978 Tour.

December 13, 1978

Asoka Dutt, President
CBC International

1978
TEA AMBASSADOR
FINAL REPORT
JANUARY - DECEMBER

Albuquerque	KOAT-TV, 8 minutes <u>Albuquerque Journal</u>
Atlanta	<u>Atlanta Journal</u>
Bakersfield	KJTV-TV, 16 minutes <u>Daily Pilot</u>
Birmingham	WBRC-TV, 12 minutes <u>Post Herald</u>
Charleston, S.C.	WCIV-TV, 17 minutes
Charlotte, N.C.	WBTV-TV, 5 minutes
Cincinnati	WLWT-TV, 4-1/2 minutes <u>Cincinnati Inquirer</u>
Colorado Springs	KKTV-TV, 8 minutes <u>Colorado Springs Gazette - Telegraph</u>
Columbus, Ohio	WBNS-TV, 6 minutes <u>Citizen Journal</u>
Council Bluffs	<u>Nonpareil</u>
Dallas	WXAS-TV, 5 minutes <u>Times Herald</u>
Dayton	WDTN-TV, 15 minutes <u>Journal Herald</u>
Daytona	WESH-TV, 30 minutes <u>Beach Herald</u>

Denver	KOA-TV, 10 minutes <u>Denver Post</u>
Des Moines	KCCI-TV, 6 minutes
Detroit	WWV-TV, 8 minutes <u>Detroit News</u>
Duluth	KDL-TV, 15 minutes <u>News-Tribune</u>
Fort Lauderdale	WPEC-TV, 10 minutes <u>News</u>
Fort Worth	<u>Star Telegram</u>
Fresno	KSEO-TV, 12 minutes <u>Fresno Guide</u>
Grand Rapids	WOTV-TV, 14 minutes <u>Grand Rapids Press</u>
Hollywood, Fla.	<u>Sun Tatler</u>
Houston	KTRK-TV, 14 minutes <u>Chronicle</u>
Indianapolis	WTTV-TV, 30 minutes <u>Indianapolis Star</u>
Jacksonville	WJXT-TV, 12 minutes <u>Florida Times Union</u>
Kansas City, Mo.	KMBC-TV, 10 minutes <u>Star</u>
Knoxville	WRIR-TV, 7 minutes <u>Tennessee Journal</u>
Las Vegas	KVVU-TV, 20 minutes <u>Las Vegas Review Journal</u>

Lexington	WKYT-TV, 20 minutes <u>Herald Leader</u>
Los Angeles	KHJ-TV, 8 minutes
Louisville	WAVE-TV, 20 minutes <u>Courier Journal</u>
Madison (2)	WISC-TV, 7 minutes <u>State Journal</u>
Miami	WKID-TV, 10 minutes <u>News</u>
Milwaukee	WISN-TV, 10 minutes <u>Journal</u>
Minneapolis-St. Paul (2)	WTCN-TV, 8 minutes <u>Dispatch</u>
Mobile	WALA-TV, 8 minutes <u>Press Register</u>
Moline	WQAD-TV, 12 minutes <u>Daily Dispatch</u>
Monterey	KMST-TV, 26 minutes <u>Monterey News-Herald</u>
Montgomery (2)	WSFA-TV, 12 minutes <u>Adventurer</u>
Nashville	WSM-TV, 12 minutes <u>Tennessean</u>
New Orleans	WDSV-TV, 10 minutes <u>States Item</u>
New York	WADC-TV, 5 minutes

Norfolk	WTAR-TV, 12 minutes <u>Pilot Ledger</u>
Omaha	KMTV-TV, 10 minutes <u>World-Herald</u>
Orlando	WFTC-TV, 6 minutes <u>Sentinel-Star</u>
Palm Beach	<u>News</u>
Phoenix	KPHO-TV, 8 minutes
Pittsburgh	WIIC-TV, 20 minutes <u>Post Gazette</u>
Portland, Oregon	KATV-TV, 15 minutes <u>Portland Journal</u>
Providence-New Bedford	WPRI-TV, Prov., 12 minutes <u>New Bedford Standard Times</u>
Raleigh	WRAL-TV, 3 segments - 5 minutes <u>News & Observor</u>
Reno	KTVN-TV, 3 minutes <u>Reno Gazette</u>
Roanoke	WDBJ-TV, 10 minutes <u>World News</u>
Sacramento	KXTV-TV, 10 minutes <u>Sacramento Union</u>
St. Louis	KTVI-TV, 15 minutes <u>Globe Democrat</u> (Repeat 11/14)
San Diego	KFMB-TV, 10 minutes <u>San Diego Union</u>

San Francisco	KQED-RADIO, 30 minutes
Savannah (2)	WSAV-TV, 4 minutes <u>News Press</u> <u>Evening News</u>
Seattle	KING-TV, 8 minutes <u>Seattle Post-Intelligencer</u>
South Bend	WSJV-TV, 25 minutes <u>Tribune</u>
Spokane	KHQ-TV, 8 minutes <u>Spokane Spokesman-Review</u>
Springfield, Mass.	WWLP-TV, 12 minutes <u>Daily News</u>
Stockton	KOVR-TV, 30 minutes
Tacoma	Ch. 3 (Cable), 30 minutes <u>Everett Herald</u>
Tampa	WTVT-TV, 10 minutes <u>Tribune</u>
Toledo	WDHO-TV, 10 minutes <u>Blade</u>
Topeka	KTSB-TV, 14 minutes <u>State Journal</u>
Tri-Cities (Wash.)	KVEW-TV, 10 minutes <u>Tri-City Herald</u>
Tucson	KGUN-TV, 7 minutes <u>Tucson Citizen</u>
Wichita	KFUH-TV, 8 minutes <u>Kansas Eagle</u>
Winston Salem	WXII-TV, 10 minutes <u>Journal</u>

(IV - FINANCIAL INFORMATION)

ITEM 15 (a)

"A"

Attachment #387-A

TEA COUNCIL OF THE U. S. A., INC.

REPORT OF THE TREASURER

FOR THE ELEVEN MONTHS ENDED NOVEMBER 30, 1978

	<u>ACTUAL TO</u> <u>11/30/78</u>	<u>BUDGET TO</u> <u>11/30/78</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$629,083</u>	<u>\$629,083</u>	<u>\$629,083</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$329,528	\$366,188	\$390,000
Producing Countries Contributions	381,470	423,926	423,926
Interest	<u>28,487</u>	<u>22,917</u>	<u>25,000</u>
TOTAL RECEIPTS	<u>\$739,485</u>	<u>\$813,031</u>	<u>\$863,926</u>
<u>EXPENDITURES:</u>			
Tea Council Activities			
Approved	803,294	842,540	892,685
Under Consideration	-	-	<u>75,324</u>
TOTAL EXPENDITURES	<u>\$803,294</u>	<u>\$842,540</u>	<u>\$968,009</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$565,274</u>	<u>\$599,574</u>	<u>\$500,000</u>

<u>Tea Council Activities</u>	ACTUAL EXPENSE THRU <u>11/30/78</u>	BUDGET THRU <u>11/30/78</u>	1978 BUDGET
101 Salaries (8)	\$163,861	\$163,675	\$181,100
104 Special Services	16,500	18,100	20,000
107 Travel & Expense	17,708	18,000	18,000
110 Employees Pension, Taxes & Ins.	30,261	33,000	36,000
113 Office Supplies & Expense	16,423	20,000	21,000
116 Rent & Maintenance	34,920	35,400	38,000
119 Furniture & Equipment	355	2,500	3,000
122 Insurance & Sundry Expense	7,722	10,500	12,000
125 Exhibits & Presentations	3,229	4,000	4,500
128 Publications	18,162	23,000	28,000
132 Photographs	6,283	7,000	7,500
138 Clippings, Radio & TV Reports	2,143	2,300	2,500
141 Publicity Mailings & Materials	25,839	26,000	27,000
144 Tea Convention	8,456	21,000	21,000
147 TV & Radio Publicity	8,269	8,300	8,300
160-194 Special Projects	<u>452,343</u>	<u>458,945</u>	<u>474,795</u>
Gross	\$812,474	\$851,720	\$902,695
151 Less Service Fee Paid by Tea Ass'n.	<u>(9,180)</u>	<u>(9,180)</u>	<u>(10,010)</u>
Net	<u>\$803,294</u>	<u>\$842,540</u>	<u>\$892,685</u>

	ACTUAL EXPENSE THRU <u>11/30/78</u>	BUDGET THRU <u>11/30/78</u>	1978 <u>BUDGET</u>
<u>Special Projects</u>			
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 81,178	\$ 82,500	\$ 84,000
161 Reprint Physical Fitness Booklet	60,200	60,200	60,200
162 Postage & Handling Booklet Shipments	22,391	23,000	26,000
165 Distribution, Baseball Film	5,369	6,600	7,000
166 Football Film Clip	10,000	10,000	10,000
167 TV Sports Videotapes	20,000	20,000	20,000
168 A.F.C.A. Donations	5,000	5,000	5,000
169 Participation in Athletic Clinics	<u>45,431</u>	<u>45,000</u>	<u>45,000</u>
Sub Total	\$249,569	\$252,300	\$257,200
<u>Other Projects</u>			
171 Misc. Film Distribution	294	450	500
173 Food Service Survey	1,519	1,800	1,800
174 Food Service Creative	50,000	50,000	50,000
175 Misc.-devel. of ideas, sketches, etc.	1,140	1,600	2,000
176 A.I.A.W. - Tournament	18,996	19,500	19,500
181 Speaker's Bureau	15,731	16,500	18,000
182 Prints - "Aim...Less Frame" Film	1,922	1,922	1,922
183 "Aim...Less Frame" Booklet	10,110	10,110	10,110
184 Dist. "Aim...Less Frame" Film	22,094	22,000	22,000
185 Home Economics Filmstrip	3,763	3,763	3,763
192 Franklin Tour	51,205	53,000	62,000
194 Tea and Tennis	<u>26,000</u>	<u>26,000</u>	<u>26,000</u>
Grand Total	<u>\$452,343</u>	<u>\$458,945</u>	<u>\$474,795</u>

UNITED STATES DEPARTMENT OF JUSTICE
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 (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes _____ or No x

(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 x or No _____

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

Donald A. Wiederecht
Signature

23 January 1979
Date

Donald A. Wiederecht

Please type or print name of signatory on the line above

Executive Director

Title