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DEPARTMENT OF JUSTICE
JUL 31 12 07 PM '80
REGISTRATION UNIT
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

JUN 30 1980

For Six Month Period Ending _____
(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 <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
A.M. Daraja	Director	3/26/80

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>
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See Attachment marked "A"

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.

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>
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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>
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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

The Tea Board of Kenya
The Tanzania Tea Authority
The Tea Association (Central Africa) Ltd.

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 consumption of tea in the U.S.A. All of its publicity/promotion programs (no advertising), which consist of food photographs and news information, booklets, radio and television interviews and tapes, distribution of films, are aimed toward that stated objective:

- a. Jan.-Jun. K. Rapieff Tea Tasting Demonstrations.
- b. Jan.-Jun. Consumer Publicity Reports.
- c. Jan.-Dec. 1979. Tea Ambassador Final Report
- d. 1979 TV Sports Videotape Final Report
- e. 1980 Tea Ambassador Tour Interim Report
- f. Coaches Clinics and Tour Interim Report
- g. 1980 Sports Videotape Program Interim Report
- h. AIAW Championship Tour Final Report
- i. 1979 Annual Report.

¹ 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 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 Information In 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>
2/19/80	Tea Association (Central Africa) Ltd.		\$ 38,807.00
2/19/80	Republic of Indonesia *		22,678.25
2/21/80	Tea Board, India		13,485.00
3/17/80	Republic of Indonesia		24,305.75
3/27/80	Tea Board of Kenya		18,076.00
4/ 8/80	Sri Lanka Tea Board		35,029.00
4/21/80	Tea Board, India		13,476.00
5/30/80	Sri Lanka Tea Board		35,029.00
6/ 2/80	Tanzania Tea Authority *		5,522.00
6/ 3/80	Tanzania Tea Authority		6,127.00

* Indicates 1979 contribution received in 1980.

Total \$212,535.00

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 "B"

"Report of the Treasurer for the Six Months
Ended June 30, 1980"

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 Motion picture films Letters or telegrams articles
- 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 **Not Applicable**
- 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 Not Applicable

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

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

this 28 day of July, 19 80

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0544550
Qualified in New York County
Commission Expires March 30, 1981

Theodore A. 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.

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ITEM 4. ATTACHMENT "A"

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Group 1 Member: Sri Lanka Tea Board

REGISTRATION UNIT
CRIMINAL DIVISION

A.S. Nadaraja
6711 Greyswood Rd.
Bethesda, Md. 20034

Vice Chairman 2/21/80

B. Warusavitarne
574 Galle Road
Colombo 3, Sri Lanka

Group 2 Member: India

K. Srinivasan
200 East End Avenue
New York, N.Y. 10028

Vice Chairman 2/21/80

R. Bedi
363 East 76th Street
New York, N.Y. 10021

Group 3 Member: Republic of Indonesia

M. Daed Gade
10 Berwick Road
Scarsdale, N.Y. 10583

Vice Chairman 2/21/80

H. Soeherlan
Djl. H.A. Salim 112
Djakarta, Indonesia

Group 4 Member: Tea Association of the U.S.A.

Hubert M. Tibbetts
137 Pecksland Road
Greenwich, Conn. 06883

Chairman 2/21/80

Charles E. Arnett
3 Salem Lane
Westport, Conn. 06880

Treasurer 2/21/80

Thomas E. Dannemiller
8330 Amber Cove Drive
Atascocita Shores
Humble, Texas 77338

2/21/80

Jack A. Dinos
285 Blanton Road, N.W.
Atlanta, Georgia 30342

2/21/80

Cont.....

Group 4 Member: Tea Association of the U.S.A., Inc.

Russell C. Fox 91 Cascade Drive Battle Creek, Michigan 49105		2/21/80
G. Raymond Freshfield 12 Polly Drive Huntington, N.Y. 11743		2/21/80
David W. Graham 70 Cedar Lane Closter, N.J. 07624		2/21/80
William I. McGirr 131 High Line Trail Stamford, Conn. 06830		2/21/80
R. Donald Thomson 33 Huron Drive Chatham, N.J. 07928		2/21/80
Joseph H. Wertheim 36 Heritage Lane Weston, Conn. 06883		2/21/80

Group 5 Member: The Tea Board of Kenya

J.P. Mboqua 10201 Sorrel Avenue Potomac, Md. 20854	Vice Chairman	2/21/80
D.D.C. Don Nanjira 49 Iselin Terrace Larchmont, N.Y. 10538		

Group 6 Member: The Tanzania Tea Authority

G.M. Mukami P.O. Box 2663 Dar Es Salaam, Tanzania	Vice Chairman *	2/21/80
	* Reverted to position of Director	3/26/80
Ndugu Paul Bomani 1 Highboro Court Bethesda, Md. 20034	Vice Chairman	3/26/80
A.M. Daraja 301 East 47th Street New York, N.Y. 10017		2/21/80 *
	* Resigned	3/26/80

Cont.....

Group 7 Member: The Tea Association (Central Africa) Limited

T.J.X. Muwamba
360 Mamaroneck Road
Scarsdale, N.Y. 10583

Vice Chairman

2/21/80

A. Schwarz
P.O. Box 950
Blantyre, Malawi

2/21/80

* * * * *

JANUARY

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REGISTRATION UNIT
CRIMINAL DIVISION

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

JANUARY

<u>Date</u>	<u>Organization</u>	<u>Location</u>
2	Woman's Club	Collingswood, N.J.
3	Kiwanis Club	Bricktown, N.J.
7	Lions Club	Andover, Mass.
8	Rotary Club	Holyoke, Mass.
8	Rotary Club	East Hampton, Mass.
9	Retired Men's Club	Wakefield, Mass.
16	Lions Club	North Adams, Mass.
17	Lions Club	Adams, Mass.
21	Lions Club	Medford, N.J.
22	Exchange Club	Naugatuck, Ct.
24	Kiwanis Club	Southampton, N.Y.
29	Home for the Aged	Bronx, New York
31	Senior Citizens	Levittown, N.Y.

FEBRUARY 1980

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

FEBRUARY

<u>Date</u>	<u>Organization</u>	<u>Location</u>
2	Westminister Couples Club	Trenton, N.J.
4	Senior Citizens	Riverdale, N.Y.
7	Woman's Club	Middletown, N.J.
8	Senior Citizens	New York, N.Y.
10	Frelinghuysen Arboretum	Morristown, N.J.
12	Senior Citizens (A.A.R.P.)	Riverside, Conn.
13	Lions Club	Lyme, Conn.
14	Lions Club	Sewell, N.J.
19	Lions Club	Yonkers, N.Y.
21	Association of Lawyer's Wives	Norristown, Pa.
26	Senior Citizens (A.A.R.P.)	Sunnyside, N.Y.
26	Lions Club	Fanwood, N.J.
27	Lions Club	Syosset, N.Y.
28	Lions Club	Nyack, N.Y.

MARCH 1980

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

MARCH

<u>Date</u>	<u>Organization</u>	<u>Location</u>
3	Lions Club	Garden City, New York
4	Lions Club	Hasbrouck Heights, N.J.
4	Woman's Club	Leonia, N.J.
5	Woman's Club	Tenafly, N.J.
5	Lions Club	Union City, N.J.
6	Lions Club	Southold, N.Y.
11	Woman's Club	Harrington Park, N.J.
19	Woman's Club	Laurel Springs, N.J.
20	Woman's Club	Ocean Grove, N.J.
24	Closed Circuit Television	Bricktown, N.J.
27	Woman's Club	Huntington, N.Y.

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

APRIL

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Rotary Club	Gloversville, N.Y.
3	Kiwanis Club	Newark, N.J.
3	Lions Club	Milford, N.J.
7	Rotary Club	East Hampton, N.Y.
8	Lions Club	Quarryville, Pa.
9	Lions Club	Gradyville, Pa.
10	Senior Citizens	Garden City, N.Y.
14	Le Cercile Francais Club	North Adams, Mass.
16	Woman's Club	Westfield, N.J.
17	Senior Citizens	Maspeth, N.Y.
21	Senior Citizens	West New York, N.J.
22	Cheese Shop (2)	New York, New York
23	Lions Club	Mattituck, N.Y.
24	Lions Club	South Fallsburg, N.Y.
29	Glassboro College	Glassboro, N.J.
30	Kiwanis Club	L ong Beach Island, N.J.

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

MAY

<u>Date</u>	<u>Organization</u>	<u>Location</u>
3	Eastern Star	Lancaster, Pa.
6	Kiwanis Club	St. Clair, Pa.
9	Katherine Gibbs Secretarial School	New York, N.Y.
10	New York Botanical Gardens	New York, New York
12	Welcome Wagon Club	Springfield, Pa.
16	Wedgewood China	New York, New York
19	Lions Club	Shartlesville, Pa.
20	Rotary Club	Belport, New York
21	Lions Club	Farmingdale, New York
28	Lions Club	Bedford Hills, New York
31	Annual Tea Festival	Chestertown, Maryland

KENNETH RAPIEFF
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

JUNE

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Annual Tea Festival	Chestertown, Maryland
3	Lions Club	Nazareth, Pennsylvania
5	Lions Club	Richfield, Pennsylvania
11	Women's Club	Caldwell, New Jersey
12	Soroptimist International	Southold, New York
14	Lions Club	Kulpsville, Pennsylvania
16	Rotary Club	Feasterville, Pennsylvania
18	Kiwanis Club	Huntingdon Valley, Pennsylvania
19	Lions Club	Schwenksville, Pennsylvania
20	Kiwanis Club	Pennsauken, New Jersey
23	Kiwanis Club	East Brunswick, New Jersey

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

RECEIVED
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JUL 31 12 07 PM '80

REGISTRATION UNIT
CRIMINAL DIVISION

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Publicity Report for the Month of January, 1980

Copy to:
File:
Date: February 1, 1980

NEWSPAPER RELEASES

Full color, full page feature entitled "Go Easy, Breezy for Spring" released through Sun Color Service in cooperation with National Broiler Council and Cling Peach Advisory Board. Iced tea is featured as the beverage in a light and low-calorie menu.

Single column mat with cartoon-style illustration suggesting hot tea as a "reward" for doing unpleasant chores being released through North American Precise' "Good Psychology" series.

IN THE WORKS

Sun Color mat release with Easter theme.

4 black and white releases featuring hot tea.

Sun color mat release featuring low-calorie menu for summer being prepared in cooperation with Campbell Soup, National Blueberry Council and Presto Industries.

Radio recording recommending tea as an aid to the person on a reducing diet being prepared for release through Joe Ziehl's "Around the House" series.

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 February 1980 Date: March 3, 1980

NEWSPAPER RELEASES

Full page, full color feature entitled "Let Your Easter Menu Sing of Spring" released through Sun Color Service to metropolitan dailies. Done in cooperation with the National Livestock & Meat Board Pork Industry Group and Green Giant Company. The page features two photographs, one of an Easter Sunday dinner with hot tea and the other a "left-over" menu with iced tea as the beverage.

Four black and white releases featuring hot tea with various dishes for use during the winter months and early spring sent to leading metropolitan dailies across the country.

RADIO RELEASES

Radio recording emphasizing the help tea can give to the serious dieter released through Joe Ziehl's "Around the House" series aimed at young homemakers.

IN THE WORKS

Radio recording on the diet theme being prepared for release by Helen Hall's "Campus Close-Ups" series.

BW
piw

BW:mm

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

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Publicity Report for the Month of April, 1980

Copy to:

File:

Date: May 1, 1980

NEWSPAPER RELEASES

Full page, four color feature entitled "To Lose is To Win" released through Sun Color Service to color-using dailies in cooperation with North American Blueberry Council, Campbell Soup Company and Presto Industries Inc. Menu pictured is for a low-calorie summer meal with iced tea as the beverage.

Four black & white releases featuring cool summer meals with iced tea as the beverage released to metropolitan dailies for early summer use.

RADIO

Radio recording recommending tea, hot or iced, as a no-calorie drink ideal for those on a diet released through the Helen Hall Show.

Radio recording suggesting teapots and other tea making devices as appropriate Mother's Day gifts released by Bonnie & Reba Churchill through the Westinghouse Group W network.

BW *AW*

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 May, 1980 Date: May 30, 1980

Newspaper Releases

Single column mat feature with cartoon style illustration suggesting iced tea as a between-meal refresher for those on a diet released through North American Precis Syndicate for June use by weeklies and suburban papers.

Radio Releases

Radio recording entitled "Ready-Packed" released through Joe Ziehl's "Around the House" series. Commentary suggests keeping a picnic hamper filled with the essentials for outdoor picnics during the summer months. Among the "essentials" are jars or envelopes of instant tea and/or iced tea mix.

In the Works

4 black and white photos of iced tea for mid-and-late summer use.

Color cooperative release for fall being prepared by North Atlantic Seafood Association, the Almond Board and the Orida Potato group. Feature is to have tie-ins with two elegant San Francisco restaurants.

BW
BW

BW:mm

To: Donald A. Wiederecht

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of June 1980

Date: July 1, 1980

NEWSPAPER RELEASES

4 black and white releases featuring iced tea with various summer meals, including low-calorie menus for dieters, released to metropolitan newspapers across the country.

RADIO

Radio recording entitled "Natural for Summer" extolling the virtues of iced tea as a refreshing, low calorie summer refresher released through the Helen Hall Show.

MISCELLANEOUS

Attended the annual meetings of the American Women in Radio and Television and the Home Economists in Business. Both afforded an opportunity to renew old contacts and make new ones.

At the HEIB meeting several tentative arrangements for color cooperative features were initiated.

BW *4*

BW:mm

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JUL 31 12 07 PM '80

REGISTRATION UNIT
CRIMINAL DIVISIONSUMMARY
TEA AMBASSADOR TOUR
JANUARY-DECEMBER 1979

The full 1979 program for Aubrey Franklin was completed in mid-December and resulted in a total of 68 market trips, 40 of which had been hand-picked for Tea. The balance were the responsibility of Foreign Vintages, Inc., importers of Amaretto di Saronno. In all, 57 markets were covered including 11 "double-back" visits on the way to new markets in order to pick up additional media exposure.

The Tea Ambassador, in this his sixth year of touring for tea, continues to be a productive spokesman for Tea presenting his serio/comic "performance" for Hot and Iced Tea....for "Tea With Love," and "Loverly Tea Punch."

Here are Aubrey Franklin's statistics for the 1979 Tour:

Television: 55 programs for a total of 603 minutes (over 10 hours), an appearance time of almost 11 minutes per interview.

Newspapers: Lengthy feature articles, invariably with photographs and/or artwork produced by the newspaper in 52 newspapers, the large majority of which are major metropolitan dailies with a combined circulation of more than 5.1 million.

These impressive figures only partially reveal the quality and impact of the Tea Ambassador's Tour. The strong and positive messages for tea -- the romance and legends of tea, proper brewing methods, tea's appeal as a beverage to all age groups -- make Aubrey Franklin a remarkable salesman.

Attached is a market-by-market summary of the Tea Ambassador's 1979 Tour.

February 21, 1980

Asoka Dutt, President
CBC International

1979
TEA AMBASSADOR
FINAL REPORT
JANUARY - DECEMBER

Phoenix	<u>KPHO-TV, 10 minutes</u> <u>Phoenix Gazette</u>
*Tampa (2)	<u>WTVT-TV, 16 minutes</u> <u>Tampa Times</u>
*St. Petersburg	<u>WPGO-TV, 10 minutes</u> <u>St. Petersburg Times</u>
*Jacksonville	<u>WJXT-TV, 12 minutes</u> <u>Jacksonville Journal</u>
*West Palm Beach	<u>WPEC-TV, 7 minutes</u> <u>Palm Beach Post</u>
*New Orleans (2)	<u>WDSU-TV, 17 minutes</u> <u>New Orleans Times-Picayune</u>
Shreveport	<u>KYBS-TV, 8 minutes</u> <u>Shreveport Times</u>
Memphis (2)	<u>WHBQ-TV, 8 minutes</u> <u>WREG-TV, 8 minutes</u> <u>Memphis Commercial Appeal</u>
*Birmingham (2)	<u>WBRC-TV, 12 minutes</u> <u>Birmingham News</u> <u>Birmingham Post-Herald</u>
Newport News	<u>Newport News Press</u>
*Richmond (2)	<u>WWBT-TV, 10 minutes</u> <u>WTUR-TV, 5 minutes</u> <u>Richmond News Leader</u>
Petersburg	<u>Petersburg Progress</u>

Norfolk	WTAR-TV, 9 minutes
Rockford	WIFR-TV, 15 minutes
Champaign	WCIA-TV, 8 minutes <u>Champaign News Gazette</u>
*Philadelphia (2)	WPVI-TV, 8 minutes KYW-TV, 10 minutes <u>Philadelphia Bulletin</u>
*Baltimore (2)	WJZ-TV, 24 minutes <u>Baltimore Morning Sun</u>
*Scranton	WVIA-TV, 20 minutes <u>Scranton Times</u>
*Pittsburgh (2)	WTAE-TV, 20 minutes <u>Pittsburgh Press</u> <u>Tarentum Valley News Dispatch</u>
*Buffalo (2)	WKBW-TV, 8 minutes WGR-TV, 5 minutes <u>Buffalo News</u>
Niagara Falls	<u>Niagara Falls Gazette</u>
*Albany (2)	WAST-TV, 28 minutes <u>Albany Times-Union</u>
Troy	<u>Troy Times Record</u>
*Bridgeport/New Haven (2)	WTNH-TV, 11 minutes <u>New Haven Register</u> <u>Bridgeport Post</u>
*Washington, D.C.	WJLA-TV, 18 minutes
Alexandria, Va.	<u>Alexandria Gazette</u>

Austin	<u>KTEC-TV, 15 minutes</u> <u>Austin American-Statesman</u>
*Binghamton	<u>WICZ-TV, 4 minutes</u> <u>Binghamton Sun-Bulletin</u>
*Rochester	<u>WHEC-TV, 14 minutes</u> <u>Rochester Times-Union</u>
Akron	<u>Akron Beacon Journal</u>
*Youngstown	<u>WYTV-TV, 15 minutes</u> <u>Youngstown Vindicator</u>
*Canton	<u>WJAN-TV, 10 minutes</u>
*Cleveland	<u>WEWS-TV, 10 minutes</u>
*Toledo	<u>WSPD-TV, 4 minutes</u> <u>Toledo Blade</u>
*Harrisburg	<u>WTPA-TV, 28 minutes</u> <u>Harrisburg Patriot-News</u>
*Kansas City	<u>KCMC-TV, 7 minutes</u>
*Cincinnati	<u>WKRC-TV, 6½ minutes</u> <u>Covington Kentucky Post</u>
*Providence/New Bedford	<u>WTEV-TV, 25 minutes</u> <u>Fall River Herald-News</u>
*Portland, Maine	<u>Portland Press Herald Express</u>
Augusta, Georgia	<u>WRDW-TV, 8 minutes</u> <u>Augusta Chronicle</u>
*Savannah	<u>WSAV-TV, 20 minutes</u> <u>Savannah News-Press</u>

*Orlando	<u>WFTV-TV, 6 minutes</u> <u>Orlando Sentinel-Star</u>
*Mobile	<u>WVRG-TV, 9 minutes</u> <u>Mobile Press-Register</u>
*Raleigh/Durham	<u>WTVD-TV, 10 minutes</u> <u>Durham Morning-Herald</u>
*Charlotte	<u>WBTV-TV, 5½ minutes</u> <u>Charlotte Observer</u>
*Winston-Salem/Greensboro	<u>WXII-TV, 10 minutes</u> <u>Greensboro News</u>
*Knoxville	<u>WBIR-TV, 13 minutes</u> <u>Knoxville News-Sentinel</u>
*Chattanooga	<u>WDEF-TV, 15 minutes</u> <u>Chattanooga Times</u>
*Atlanta	<u>WAGA-TV, 8 minutes</u> <u>Atlanta Constitution</u>
San Diego	KFMB-TV, 8 minutes
*Boston	WCVB-TV, 6 minutes
*Jackson	<u>WJTV-TV, 10 minutes</u> <u>Jackson News</u>
*Seattle	<u>KING-TV, 7 minutes</u> <u>Seattle Times</u>
*Portland, Oregon	<u>KATU-TV, 3 minutes</u> <u>Portland Oregonian</u>

*San Francisco

KRON-TV, 5 minutes
San Francisco Progress

Nashville

WTVF-TV, 6 minutes
Nashville Banner

Louisville

WAVE-TV, 8 minutes
Louisville Times

(* - Tea Markets)

ITEM 11. "d"

RECEIVED
DEPARTMENT OF JUSTICE

Attachment #415

JUL 31 12 07 PM '80

REGISTRATION UNIT Sports Videotape
CRIMINAL DIVISION

Final Report

During 1979 the Tea Council produced and distributed four different ninety second clips to sports directors at television stations for inclusion in their regular nightly sportscasts. The tapes were done with Jim Palmer, star pitcher of the Baltimore Orioles; Dr. Nell Jackson, women's track and field coach at Michigan State University; Joe Paterno, head football coach at Penn State; and Katherine Switzer, a well known runner and marathoner.

Each of the clips had a strong editorial story that appealed to sports directors. Also, the tapes had excellent mentions of both hot and iced tea and how they fit in with baseball, track and field, football and running respectively. Finally, the visual material on all of the tapes was exciting and interesting and helped considerably with placement.

The results were outstanding, and in total the tapes aired on 417 television stations with a combined audience of more than 31,000,000 viewers.

The Jim Palmer tape aired on 103 television stations with an audience of 9,718,000. Forty-two of the stations were in the top 50 markets.

The Nell Jackson tape (of which there were two versions, 90 seconds for news programs and four and a half minutes for daytime talk shows) appeared on 99 television stations with an audience of 6,550,000. Eighteen of the stations were in the top 50 markets.

The Joe Paterno tape played on 133 stations with an audience of 9,101,000. Thirty-one of these stations were in the top 50 markets.

The Kathy Switzer tape (to date) has played on 83 stations with an audience of 5,916,000. Thirty-one of these stations were in the top 50 markets.

Sports directors were unanimous in their praise of the tapes. Many stations in the top markets, like WPVI-TV, Philadelphia and WXYZ-TV, Detroit, programmed all or most of the tapes and the tapes were also aired in other top markets like San Francisco, Boston, Houston, Pittsburgh and Miami.

In conclusion, the Tea Council received a great amount of positive exposure on television sportscasts during 1979 within the context of exciting, interesting stories delivered by popular and believable sports personalities.

Michael L. Friedman
DWJ Associates
February 21, 1980

JIM PALMER\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WFMZ	ALLENTOWN	PA	4	IND	EN	14,000
2 WPVI	PHILADELPHIA	PA	4	ABC	SD	818,000
3 KDOL	OAKLAND	CA	5	IND	SD	1,000
4 KGO	SAN FRANCISCO	CA	5	ABC	SD	304,000
5 KTSF	SAN FRANCISCO	CA	5	IND	SD	9,000
6 WBZ	BOSTON	MA	6	NBC	SD	338,000
7 WSMW	WORCESTER	MA	6	IND	SD	1,000
8 WDIV	DETROIT	MI	7	NBC	EN	220,000
9 WEWS	CLEVELAND	OH	9	ABC	SD	254,000
10 WFAA	DALLAS	TX	10	ABC	EN	283,000
11 KDKA	PITTSBURGH	PA	11	CBS	SD	347,000
12 KTRK	HOUSTON	TX	12	ABC	SD	288,000
13 KUHT	HOUSTON	TX	12	IND	SD	1,000
14 KSTP	ST. PAUL	MN	13	ABC	SD	223,000
15 KSDK	ST. LOUIS	MO	14	NBC	SD	239,000
16 WCIX	MIAMI	FL	15	IND	SD	80,000
17 KSTW	TACOMA	WA	18	IND	SD	38,000
18 WBFF	BALTIMORE	MD	19	IND	SD	34,000
19 WJZ	BALTIMORE	MD	19	ABC	SD	227,000
20 WTNH	NEW HAVEN	CT	20	ABC	SD	155,000
21 KMGH	DENVER	CO	21	CBS	SD	148,000
22 WTTV	INDIANAPOLIS	IN	22	IND	SD	75,000
23 WTTV	INDIANAPOLIS	IN	22	IND	WN	79,000
24 KOVR	SACRAMENTO	CA	23	ABC	SD	71,000
25 KFMB	SAN DIEGO	CA	25	CBS	EN	124,000
26 WISN	MILWAUKEE	WI	26	CBS	SD	133,000
27 WLWT	CINCINNATI	OH	28	NBC	EN	82,000
28 WKBW	BUFFALO	NY	29	ABC	SD	180,000
29 WTVF	NASHVILLE	TN	30	CBS	SD	220,000
30 KOAI	FLAGSTAFF	AZ	31	NBC	SD	7,000
31 KTNX	PHOENIX	AZ	31	NBC	SD	110,000
32 WHKY	HICKORY	NC	32	IND	SD	50,000
33 WDSU	NEW ORLEANS	LA	34	NBC	SD	86,000
34 WVUE	NEW ORLEANS	LA	34	ABC	SD	141,000
35 WTVN	COLUMBUS	OH	35	ABC	SD	117,000
36 WJAR	PROVIDENCE	RI	38	NBC	EN	191,000
37 KWTU	OKLAHOMA CITY	OK	39	CBS	SD	105,000
38 WCHS	CHARLESTON	WV	41	CBS	SD	57,000
39 WPTF	RALEIGH	NC	41	NBC	SD	36,000
40 WTVD	DURHAM	NC	41	CBS	SD	152,000
41 WDTN	DAYTON	OH	44	ABC	SD	44,000
42 WAPI	BIRMINGHAM	AL	49	NBC	SD	107,000
43 WEYI	CLIO	MI	52	CBS	SD	19,000
44 WFMY	GREENSBORO	NC	53	CBS	SD	128,000
45 WGHP	HIGH POINT	NC	53	ABC	EN	117,000
46 WXII	WINSTON SALEM	NC	53	NBC	SD	114,000
47 KATV	LITTLE ROCK	AR	55	ABC	SD	140,000
48 KATV	LITTLE ROCK	AR	55	ABC	WN	167,000
49 WTOL	TOLEDO	OH	56	CBS	SD	164,000
50 KTUL	TULSA	OK	57	ABC	SD	146,000

JIM PALMER\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
51	WALA	MOBILE	AL	60	NBC	SD	71,000
52	WEAR	PENSACOLA	FL	60	ABC	SD	80,000
53	WSET	LYNCHBURG	VA	61	ABC	SD	51,000
54	WSLS	ROANOKE	VA	61	NBC	SD	63,000
55	WOI	AMES	IA	62	ABC	SD	37,000
56	WTVR	RICHMOND	VA	64	CBS	DN	65,000
57	WTVR	RICHMOND	VA	64	CBS	SD	100,000
58	KJED	FRESNO	CA	69	ABC	SD	32,000
59	WPEC	W. PALM BEACH	FL	77	ABC	SD	62,000
60	WPTV	W. PALM BEACH	FL	77	NBC	SD	73,000
61	WPTV	W. PALM BEACH	FL	77	NBC	WN	60,000
62	KCRG	CEDAR RAPIDS	IA	79	ABC	SD	57,000
63	KDUB	DUBUQUE	IA	79	ABC	SD	9,000
64	WKPT	KINGSPORT	TN	84	ABC	SD	5,000
65	KHGI	KEARNEY	NE	85	ABC	SD	27,000
66	KOLN	LINCOLN	NE	85	CBS	WN	62,000
67	WKYH	HAZARD	KY	89	NBC	SD	1,000
68	WTVQ	LEXINGTON	KY	89	ABC	SD	28,000
69	KVOA	TUCSON	AZ	90	NBC	SD	39,000
70	WJIM	LANSING	MI	91	CBS	SD	75,000
71	KELO	SIOUX FALLS	SD	95	CBS	SD	93,000
72	KSFY	SIOUX FALLS	SD	95	NBC	SD	56,000
73	WCAX	BURLINGTON	VT	98	CBS	SD	77,000
74	KTBC	AUSTIN	TX	99	CBS	SD	88,000
75	KTVU	AUSTIN	TX	99	NBC	SD	27,000
76	WIFR	ROCKFORD	IL	104	CBS	EN	16,000
77	WIFR	ROCKFORD	IL	104	CBS	SD	16,000
78	WNCT	GREENVILLE	NC	105	CBS	SD	84,000
79	KDLH	DULUTH	MN	106	CBS	SD	66,000
80	KODE	JOPLIN	MO	112	ABC	SD	49,000
81	KLFY	LAFAYETTE	LA	115	CBS	SD	66,000
82	WCSC	CHARLESTON	SC	117	CBS	DT	33,000
83	WCSC	CHARLESTON	SC	117	CBS	SD	61,000
84	WWAY	WILMINGTON	NC	118	ABC	SD	39,000
85	WKBT	LA CROSSE	WI	123	CBS	SD	36,000
86	WXOW	LA CROSSE	WI	123	ABC	SD	13,000
87	WICZ	BINGHAMTON	NY	124	NBC	SD	13,000
88	KSHO	LAS VEGAS	NV	126	ABC	SD	10,000
89	WPBN	TRAVERSE CITY	MI	136	NBC	SD	21,000
90	KGBT	HARLINGEN	TX	141	CBS	SD	48,000
91	KCRL	RENO	NV	144	NBC	EN	18,000
92	WABI	BANGOR	ME	147	CBS	SD	60,000
93	WVII	BANGOR	ME	147	ABC	SD	16,000
94	WALB	ALBANY	GA	150	NBC	SD	79,000
95	KRBC	ABILENE	TX	155	NBC	SD	69,000
96	KFSM	FT. SMITH	AR	162	NBC	EN	110,000
97	WWNY	WATERTOWN	NY	164	CBS	SD	84,000
98	WBOC	SALISBURY	MD	168	CBS	EN	46,000
99	WBOC	SALISBURY	MD	168	CBS	SD	46,000
100	KQTV	ST. JOSEPH	MO	181	ABC	SD	45,000

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
101 WHSV	HARRISONBURG	VA	199	ABC	SD	30,000
102 WVIR	CHARLOTTESVILLE	VA	199	NBC	SD	6,000
103 WAGM	PRESQUE ISLE	ME	201	CBS	EN	16,000
=====						9,718,000

WOULD YOU LIKE THE REPORT RUN AGAIN? (YES/NO)

NELL JACKSON\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WPVI	PHILADELPHIA	PA	4	ABC	SD	818,000
2 KGO	SAN FRANCISCO	CA	5	ABC	SD	304,000
3 WHAG	HAGERSTOWN	MD	8	NBC	SD	13,000
4 KPRC	HOUSTON	TX	12	NBC	SD	250,000
5 KSDK	ST. LOUIS	MO	14	NBC	DN	85,000
6 KSDK	ST. LOUIS	MO	14	NBC	SD	239,000
7 WFLA	TAMPA	FL	17	NBC	DT	108,000
8 WVIT	W. HARTFORD	CT	20	NBC	SD	68,000
9 WTHR	INDIANAPOLIS	IN	22	NBC	SD	185,000
10 WDAF	KANSAS CITY	MO	27	NBC	SD	161,000
11 WIVB	BUFFALO	NY	29	CBS	WN	159,000
12 WTVF	NASHVILLE	TN	30	CBS	SD	220,000
13 KOAI	FLAGSTAFF	AZ	31	NBC	SD	7,000
14 WWL	NEW ORLEANS	LA	34	CBS	EN	183,000
15 WOTV	GRAND RAPIDS	MI	37	NBC	SD	88,000
16 WESH	ORLANDO	FL	40	NBC	DN	57,000
17 WRAL	RALEIGH	NC	41	ABC	SD	206,000
18 WGAL	LANCASTER	PA	45	NBC	SD	158,000
19 KSAT	SAN ANTONIO	TX	51	ABC	DT	32,000
20 WNEM	SAGINAW	MI	52	NBC	SD	152,000
21 WGHP	HIGH POINT	NC	53	ABC	SD	117,000
22 WSPD	TOLEDO	OH	56	NBC	DN	36,000
23 KTUL	TULSA	OK	57	ABC	SD	146,000
24 KSLA	SHREVEPORT	LA	58	CBS	SD	144,000
25 WALA	MOBILE	AL	60	NBC	DT	20,000
26 WTVH	SYRACUSE	NY	63	CBS	SD	113,000
27 WTVR	RICHMOND	VA	64	CBS	SD	100,000
28 WJKS	JACKSONVILLE	FL	66	ABC	SD	36,000
29 KMJ	FRESNO	CA	69	NBC	SD	72,000
30 WICD	CHAMPAIGN	IL	72	NBC	SD	18,000
31 WPSD	PADUCAH	KY	76	NBC	SD	176,000
32 WPTV	W. PALM BEACH	FL	77	NBC	SD	73,000
33 WFMJ	YOUNGSTOWN	OH	81	NBC	SD	40,000
34 WNDU	SOUTH BEND	IN	82	NBC	SD	59,000
35 KHGI	KEARNEY	NE	85	ABC	DT	12,000
36 KVOA	TUCSON	AZ	90	NBC	SD	39,000
37 WJIM	LANSING	MI	91	CBS	SD	75,000
38 WAFB	BATON ROUGE	LA	92	CBS	SD	71,000
39 KTHI	FARGO	ND	93	ABC	DN	13,000
40 KTHI	FARGO	ND	93	ABC	EN	32,000
41 KSFY	SIOUX FALLS	SD	95	NBC	SD	56,000
42 WOLO	COLUMBIA	SC	97	ABC	SD	14,000
43 WCAX	BURLINGTON	VT	98	CBS	SD	77,000
44 KABY	ABERDEEN	SD	100	NBC	SD	9,000
45 KOAA	PUEBLO	CO	101	NBC	SD	38,000
46 KTSM	EL PASO	TX	102	NBC	SD	23,000
47 WMTV	MADISON	WI	103	NBC	SD	35,000
48 WIFR	ROCKFORD	IL	104	CBS	SD	16,000
49 KDLH	DULUTH	MN	106	CBS	SD	66,000
50 KAMR	AMARILLO	TX	107	NBC	SD	40,000

NELL JACKSON\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
51	WTWO	TERRE HAUTE	IN	108	NBC	DT	25,000
52	KOAM	PITTSBURG	KS	112	NBC	DN	31,000
53	KOAM	PITTSBURG	KS	112	NBC	SD	64,000
54	WTVM	COLUMBUS	GA	113	ABC	DT	21,000
55	KSBW	SALINAS	CA	114	NBC	SD	48,000
56	WKAB	MONTGOMERY	AL	122	ABC	DT	2,000
57	WKAB	MONTGOMERY	AL	122	ABC	SD	6,000
58	WEAU	EAU CLAIRE	WI	123	NBC	SD	53,000
59	KCBD	LUBBOCK	TX	125	NBC	DT	13,000
60	KVBC	LAS VEGAS	NV	126	NBC	SD	26,000
61	WBBH	FT. MYERS	FL	129	NBC	DT	24,000
62	KAPP	YAKIMA	WA	132	ABC	SD	18,000
63	WPBN	TRAVERSE CITY	MI	136	NBC	SD	21,000
64	KTTC	ROCHESTER	MN	137	NBC	SD	30,000
65	WICU	ERIE	PA	138	NBC	DT	24,000
66	WICU	ERIE	PA	138	NBC	SD	61,000
67	KGBT	HARLINGEN	TX	141	CBS	SD	48,000
68	KTVB	BOISE	ID	142	NBC	SD	43,000
69	KFYR	BISMARCK	ND	143	NBC	DT	31,000
70	KFYR	BISMARCK	ND	143	NBC	EN	41,000
71	KCRL	RENO	NV	144	NBC	DT	15,000
72	KCRL	RENO	NV	144	NBC	SD	14,000
73	WCWB	MACON	GA	145	NBC	SD	8,000
74	WLBZ	BANGOR	ME	147	NBC	SD	38,000
75	KMOM	MONAHANS	TX	149	ABC	SD	5,000
76	KRBC	ABILENE	TX	155	NBC	SD	69,000
77	KFSM	FT. SMITH	AR	162	NBC	SD	110,000
78	KOTA	RAPID CITY	SD	166	NBC	SD	46,000
79	WBOC	SALISBURY	MD	168	CBS	SD	46,000
80	KPLC	LAKE CHARLES	LA	172	NBC	DT	12,000
81	KPLC	LAKE CHARLES	LA	172	NBC	WN	36,000
82	KFBB	GREAT FALLS	MT	175	ABC	DT	3,000
83	WMBB	PANAMA CITY	FL	177	NBC	SD	26,000
84	WCJB	GAINESVILLE	FL	178	ABC	DT	8,000
85	KQTV	ST. JOSEPH	MO	181	ABC	SD	45,000
86	KBIM	ROSWELL	NM	182	CBS	SD	14,000
87	KESQ	PALM SPRINGS	CA	187	ABC	SD	8,000
88	WHMA	ANNISTON	AL	191	CBS	SD	8,000
89	WABG	GREENWOOD	MS	192	ABC	DT	11,000
90	WLIO	LIMA	OH	194	NBC	DT	7,000
91	WHSV	HARRISONBURG	VA	199	ABC	EN	30,000
92	WHSV	HARRISONBURG	VA	199	ABC	SD	30,000
93	WAGM	PRESQUE ISLE	ME	201	CBS	SD	16,000
94	WHIZ	ZANESVILLE	OH	203	NBC	SD	17,000
95	KXIX	VICTORIA	TX	208	ABC	DN	14,000
96	KNOP	N. PLATTE	NE	210	NBC	SD	14,000
97	KTCM	HELENA	MT	211	NBC	SD	6,000
98	KYUS	MILES CITY	MT	213	NBC	DT	9,000
99	KYUS	MILES CITY	MT	213	NBC	SD	20,000

=====

6,574,000

WOULD YOU LIKE THE REPORT RUN AGAIN? (YES/NO)

JOE PATERNO\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WFMZ	ALLENTOWN	PA	4	IND	SD	8,000
2 WPVI	PHILADELPHIA	PA	4	ABC	SD	818,000
3 KDOL	OAKLAND	CA	5	IND	SD	1,000
4 KTSF	SAN FRANCISCO	CA	5	IND	SD	9,000
5 WSMW	WORCESTER	MA	6	IND	SD	1,000
6 WXYZ	DETROIT	MI	7	ABC	SD	306,000
7 WXYZ	DETROIT	MI	7	ABC	WN	248,000
8 WPTT	PITTSBURGH	PA	11	IND	SD	34,000
9 WTCN	MINNEAPOLIS	MN	13	NBC	SD	201,000
10 WXLT	SARASOTA	FL	17	ABC	SD	11,000
11 WXLT	SARASOTA	FL	17	ABC	WN	69,000
12 KIRO	SEATTLE	WA	18	CBS	SD	160,000
13 WBAL	BALTIMORE	MD	19	NBC	SD	178,000
14 WTNH	NEW HAVEN	CT	20	ABC	SD	155,000
15 WTHR	INDIANAPOLIS	IN	22	NBC	SD	185,000
16 WITI	MILWAUKEE	WI	26	ABC	SD	120,000
17 WDAF	KANSAS CITY	MO	27	NBC	SD	161,000
18 WKBW	BUFFALO	NY	29	ABC	SD	180,000
19 WSM	NASHVILLE	TN	30	NBC	SD	246,000
20 WTVF	NASHVILLE	TN	30	CBS	SD	220,000
21 KOAI	FLAGSTAFF	AZ	31	NBC	SD	7,000
22 KPHD	PHOENIX	AZ	31	IND	SD	38,000
23 WRET	CHARLOTTE	NC	32	NBC	SD	20,000
24 WWL	NEW ORLEANS	LA	34	CBS	SD	183,000
25 WWL	NEW ORLEANS	LA	34	CBS	WN	115,000
26 WCHS	CHARLESTON	WV	41	CBS	SD	57,000
27 WPTF	RALEIGH	NC	41	NBC	SD	36,000
28 WTVD	DURHAM	NC	41	CBS	SD	152,000
29 WDTN	DAYTON	OH	44	ABC	SD	44,000
30 WTPA	HARRISBURG	PA	45	ABC	SD	34,000
31 WAPI	BIRMINGHAM	AL	49	NBC	SD	107,000
32 KMOL	SAN ANTONIO	TX	51	NBC	WN	33,000
33 WEYI	CLIO	MI	52	CBS	SD	19,000
34 WJRT	FLINT	MI	52	ABC	SD	95,000
35 WFMY	GREENSBORO	NC	53	CBS	SD	128,000
36 WXII	WINSTON SALEM	NC	53	NBC	SD	114,000
37 KARD	WICHITA	KS	54	NBC	SD	95,000
38 KATV	LITTLE ROCK	AR	55	ABC	SD	140,000
39 KOTV	TULSA	OK	57	CBS	WN	101,000
40 KTUL	TULSA	OK	57	ABC	SD	146,000
41 WATE	KNOXVILLE	TN	59	ABC	SD	152,000
42 WTVK	KNOXVILLE	TN	59	IND	SD	16,000
43 WALA	MOBILE	AL	60	NBC	SD	71,000
44 WEAR	PENSACOLA	FL	60	ABC	SD	80,000
45 WSLS	ROANOKE	VA	61	NBC	SD	63,000
46 WOI	AMES	IA	62	ABC	SD	37,000
47 WTVH	SYRACUSE	NY	63	CBS	SD	113,000
48 WTVR	RICHMOND	VA	64	CBS	SD	100,000
KETV	OMAHA	NE	65	ABC	SD	79,000
KMTV	OMAHA	NE	65	NBC	SD	66,000

JOE PATERNO\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

PAGE 2

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KJED	FRESNO	CA	69	ABC	SD	32,000
52 WOC	DAVENPORT	IA	70	NBC	SD	70,000
53 WBHW	SPRINGFIELD	IL	72	IND	SD	1,000
54 WICD	CHAMPAIGN	IL	72	NBC	SD	18,000
55 WMTW	POLAND SPRING	ME	74	ABC	SD	52,000
56 WPSD	PADUCAH	KY	76	NBC	SD	176,000
57 WSIL	HARRISBURG	IL	76	ABC	WN	15,000
58 WPEC	W. PALM BEACH	FL	77	ABC	SD	62,000
59 WPTV	W. PALM BEACH	FL	77	NBC	WN	60,000
60 WTAJ	ALTOONA	PA	78	CBS	SD	83,000
61 KDUB	DUBUQUE	IA	79	ABC	SD	9,000
62 WNDU	SOUTH BEND	IN	82	NBC	SD	59,000
63 KYTV	SPRINGFIELD	MO	83	NBC	SD	149,000
64 KHGI	KEARNEY	NE	85	ABC	SD	27,000
65 KOLN	LINCOLN	NE	85	CBS	SD	85,000
66 WWLP	SPRINGFIELD	MA	86	NBC	SD	73,000
67 WRAU	CREVE COEUR	IL	87	ABC	SD	55,000
68 WTUV	EVANSVILLE	IN	88	ABC	SD	46,000
69 WKYT	LEXINGTON	KY	89	CBS	SD	77,000
70 WKYT	LEXINGTON	KY	89	CBS	WN	47,000
71 WTUV	LEXINGTON	KY	89	ABC	SD	28,000
72 KVOA	TUCSON	AZ	90	NBC	SD	39,000
73 KZAZ	TUCSON	AZ	90	IND	SD	9,000
74 WJIM	LANSING	MI	91	CBS	SD	75,000
75 WAFB	BATON ROUGE	LA	92	CBS	SD	71,000
76 WRBT	BATON ROUGE	LA	92	NBC	SD	54,000
77 KTHI	FARGO	ND	93	ABC	SD	32,000
78 KELD	SIOUX FALLS	SD	95	CBS	SD	93,000
79 WAAY	HUNTSVILLE	AL	96	ABC	WN	42,000
80 WCAX	BURLINGTON	VT	98	CBS	SD	77,000
81 KTBC	AUSTIN	TX	99	CBS	SD	88,000
82 KTVU	AUSTIN	TX	99	NBC	SD	27,000
83 KABY	ABERDEEN	SD	100	NBC	SD	9,000
84 KWTX	WACO	TX	100	ABC	SD	85,000
85 KOAA	PUEBLO	CO	101	NBC	SD	38,000
86 KTSM	EL PASO	TX	102	NBC	SD	23,000
87 KVIA	EL PASO	TX	102	ABC	SD	44,000
88 WKOW	MADISON	WI	103	ABC	SD	43,000
89 WMTV	MADISON	WI	103	NBC	SD	35,000
90 WIFR	ROCKFORD	IL	104	CBS	SD	16,000
91 WNCT	GREENVILLE	NC	105	CBS	SD	84,000
92 KDLH	DULUTH	MN	106	CBS	SD	66,000
93 KAMR	AMARILLO	TX	107	NBC	SD	40,000
94 KFDA	AMARILLO	TX	107	CBS	SD	11,000
95 KFDX	WICHITA FALLS	TX	110	NBC	SD	38,000
96 KODE	JOPLIN	MO	112	ABC	SD	49,000
97 KSBY	SAN LUIS OBISPO	CA	114	IND	SD	30,000
98 KLFY	LAFAYETTE	LA	115	CBS	SD	66,000
99 WJCL	SAVANNAH	GA	120	ABC	SD	24,000
00 WKAB	MONTGOMERY	AL	122	ABC	SD	6,000

JOE PATERNO\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
101	WEAU	EAU CLAIRE	WI	123	NBC	SD	53,000
102	WKBT	LA CROSSE	WI	123	CBS	SD	36,000
103	KSHO	LAS VEGAS	NV	126	ABC	SD	10,000
104	KEZI	EUGENE	OR	127	ABC	SD	24,000
105	KIII	CORPUS CHRISTI	TX	131	ABC	SD	27,000
106	KAPP	YAKIMA	WA	132	ABC	SD	18,000
107	KRCG	JEFFERSON CITY	MO	134	CBS	SD	40,000
108	WPBN	TRAVERSE CITY	MI	136	NBC	SD	21,000
109	WOAY	OAK HILL	WV	139	ABC	SD	34,000
110	WECA	TALLAHASSEE	FL	140	ABC	SD	10,000
111	KGBT	HARLINGEN	TX	141	CBS	SD	48,000
112	KDIX	DICKINSON	ND	143	CBS	DT	12,000
113	KDIX	DICKINSON	ND	143	CBS	SD	1,000
114	KXMB	BISMARCK	ND	143	CBS	SD	37,000
115	WEVU	BONITA SPRINGS	FL	146	ABC	SD	5,000
116	WDHN	DOTHAN	AL	157	ABC	SD	5,000
117	KFSM	FT. SMITH	AR	162	NBC	SD	110,000
118	WDTV	BRIDGEPORT	WV	165	CBS	SD	18,000
119	KENI	ANCHORAGE	AK	169	NBC	SD	16,000
120	KTVA	ANCHORAGE	AK	169	CBS	SD	16,000
121	KTEN	ADA	OK	174	ABC	SD	26,000
122	KFBB	GREAT FALLS	MT	175	ABC	SD	26,000
123	WMBB	PANAMA CITY	FL	177	NBC	SD	26,000
124	KQTV	ST. JOSEPH	MO	181	ABC	SD	45,000
125	KECC	EL CENTRO	CA	184	CBS	SD	18,000
126	KESQ	PALM SPRINGS	CA	187	ABC	SD	8,000
127	KESQ	PALM SPRINGS	CA	187	ABC	WN	24,000
128	WBBJ	JACKSON	TN	190	ABC	SD	24,000
129	WVIR	CHARLOTTESVILLE	VA	199	NBC	SD	6,000
130	KXIX	VICTORIA	TX	208	ABC	SD	27,000
131	KNOP	N. PLATTE	NE	210	NBC	SD	14,000
132	KTCM	HELENA	MT	211	NBC	SD	6,000
133	KYUS	MILES CITY	MT	213	NBC	SD	20,000

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9,101,000

WOULD YOU LIKE THE REPORT RUN AGAIN? (YES/NO)

CATHY SWITZER\TEA COUNCIL INTERVIEW INTERIM USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WFMZ	ALLENTOWN	PA	4	IND	SD	8,000
2 KDOL	OAKLAND	CA	5	IND	SD	1,000
3 KTSF	SAN FRANCISCO	CA	5	IND	SD	9,000
4 WMUR	MANCHESTER	NH	6	IND	SD	18,000
5 WJBK	SOUTHFIELD	MI	7	CBS	WN	393,000
6 WXYZ	DETROIT	MI	7	ABC	SD	306,000
7 WPTT	PITTSBURGH	PA	11	IND	DN	9,000
8 KMSP	MINNEAPOLIS	MN	13	IND	SD	60,000
9 WCIX	MIAMI	FL	15	IND	SD	80,000
10 WATL	ATLANTA	GA	16	IND	DT	4,000
11 WATL	ATLANTA	GA	16	IND	SD	10,000
12 WFLA	TAMPA	FL	17	NBC	DN	88,000
13 WTSP	ST. PETERSBURG	FL	17	ABC	SD	94,000
14 WBFF	BALTIMORE	MD	19	IND	DN	17,000
15 WBFF	BALTIMORE	MD	19	IND	SD	34,000
16 WJZ	BALTIMORE	MD	19	ABC	SD	227,000
17 WTNH	NEW HAVEN	CT	20	ABC	SD	155,000
18 WTHR	INDIANAPOLIS	IN	22	NBC	SD	185,000
19 WTTV	INDIANAPOLIS	IN	22	IND	DT	26,000
20 KQVR	SACRAMENTO	CA	23	ABC	SD	71,000
21 KCMD	FAIRWAY	KS	27	CBS	WN	173,000
22 WIVB	BUFFALO	NY	29	CBS	SD	133,000
23 WIVB	BUFFALO	NY	29	CBS	WN	159,000
24 WKBW	BUFFALO	NY	29	ABC	SD	180,000
25 WTVF	NASHVILLE	TN	30	CBS	SD	220,000
26 WRET	CHARLOTTE	NC	32	NBC	SD	20,000
27 WSOC	CHARLOTTE	NC	32	ABC	WN	60,000
28 WTVD	DURHAM	NC	41	CBS	SD	152,000
29 WDTN	DAYTON	OH	44	ABC	SD	44,000
30 WGAL	LANCASTER	PA	45	NBC	SD	158,000
31 WGAL	LANCASTER	PA	45	NBC	WN	126,000
32 KMOL	SAN ANTONIO	TX	51	NBC	WN	33,000
33 KSAT	SAN ANTONIO	TX	51	ABC	DT	32,000
34 WNEM	SAGINAW	MI	52	NBC	SD	152,000
35 WNEM	SAGINAW	MI	52	NBC	WN	136,000
36 WFMY	GREENSBORO	NC	53	CBS	SD	128,000
37 WXII	WINSTON SALEM	NC	53	NBC	SD	114,000
38 KAYS	HAYS	KS	54	IND	SD	14,000
39 KTUL	TULSA	OK	57	ABC	SD	146,000
40 WATE	KNOXVILLE	TN	59	ABC	SD	152,000
41 WALA	MOBILE	AL	60	NBC	SD	71,000
42 WEAR	PENSACOLA	FL	60	ABC	SD	80,000
43 WOI	AMES	IA	62	ABC	SD	37,000
44 KJEO	FRESNO	CA	69	ABC	SD	32,000
45 WBHW	SPRINGFIELD	IL	72	IND	SD	1,000
46 WMTW	POLAND SPRING	ME	74	ABC	SD	52,000
47 WPTV	W. PALM BEACH	FL	77	NBC	SD	73,000
48 KDUB	DUBUQUE	IA	79	ABC	SD	9,000
49 WNDU	SOUTH BEND	IN	82	NBC	SD	59,000
50 WSJV	ELKHART	IN	82	ABC	SD	45,000

CATHY SWITZER\TEA COUNCIL INTERVIEW INTERIM USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KHGI	KEARNEY	NE	85	ABC	SD	27,000
52 KOLN	LINCOLN	NE	85	CBS	SD	85,000
53 WTVQ	LEXINGTON	KY	89	ABC	SD	28,000
54 KZAZ	TUCSON	AZ	90	IND	SD	9,000
55 WRBT	BATON ROUGE	LA	92	NBC	SD	54,000
56 WCAX	BURLINGTON	VT	98	CBS	SD	77,000
57 KABY	ABERDEEN	SD	100	NBC	SD	9,000
58 KTSM	EL PASO	TX	102	NBC	SD	23,000
59 KVIA	EL PASO	TX	102	ABC	SD	44,000
60 WQRF	ROCKFORD	IL	104	IND	DT	13,000
61 WNCT	GREENVILLE	NC	105	CBS	SD	84,000
62 KDLH	DULUTH	MN	106	CBS	SD	66,000
63 WTWO	TERRE HAUTE	IN	108	NBC	SD	55,000
64 WJBF	AUGUSTA	GA	109	ABC	SD	93,000
65 KLFY	LAFAYETTE	LA	115	CBS	SD	66,000
66 WWAY	WILMINGTON	NC	118	ABC	SD	39,000
67 WCOV	MONTGOMERY	AL	122	CBS	SD	12,000
68 WKAB	MONTGOMERY	AL	122	ABC	SD	6,000
69 KLAS	LAS VEGAS	NV	126	CBS	SD	44,000
70 WSAU	WAUSAU	WI	128	CBS	SD	73,000
71 KAPP	YAKIMA	WA	132	ABC	SD	18,000
72 WPNB	TRAVERSE CITY	MI	136	NBC	SD	21,000
73 WCTV	TALLAHASSEE	FL	140	CBS	SD	90,000
74 KGBT	HARLINGEN	TX	141	CBS	SD	48,000
75 KDIX	DICKINSON	ND	143	CBS	SD	1,000
76 KFYZ	BISMARCK	ND	143	NBC	DT	31,000
77 KFYZ	BISMARCK	ND	143	NBC	SD	41,000
78 KCRL	RENO	NV	144	NBC	SD	14,000
79 WTVY	DOTHAN	AL	157	CBS	SD	56,000
80 WBOY	CLARKSBURG	WV	165	NBC	WN	27,000
81 WBOC	SALISBURY	MD	168	CBS	WN	40,000
82 KENI	ANCHORAGE	AK	169	NBC	SD	16,000
83 KYUS	MILES CITY	MT	213	NBC	SD	20,000
=====						5,916,000

WOULD YOU LIKE THE REPORT RUN AGAIN? (YES/NO)

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DEPARTMENT OF JUSTICE

JUL 31 12 07 PM '80

REGISTRATION UNIT INTERIM REPORT
CRIMINAL DIVISION TEA AMBASSADOR TOUR

In his first two months (through May 16th) of 1980 media appearances, Aubrey Franklin had visited 15 major U.S. markets. In this, his seventh year on tour, the Tea Ambassador's acceptance by the media remains strong, as does his ability to communicate about tea.

His flair for colorful language as well as his unique serio/comic approach in presenting "Tea With Love" (hot) and "Lovely Tea Punch" (iced) has generated these statistics to date in 1980:

Television: 13 guest appearances for a total of 152 minutes. Aubrey Franklin continues to maintain his very high average (by broadcast standards) of better than 11 minutes per interview.

Newspapers: 14 major feature articles with photographs in daily newspapers having a combined circulation of almost one million readers. One of his interviews -- with the Food Editor of the Gannett News Service, a newspaper syndicate -- resulted in the same lengthy story appearing in upwards of 50 papers across the country.

Also, he was interviewed by National Public Radio (Network), the radio equivalent of television's Public Broadcasting Services. There are 228 NPR stations in the U.S., and this 14-minute interview will be carried on the network's "Senior Edition" program early this summer.

The Tea Ambassador's message to the media remains fresh, year-to-year, because the flexibility of his format allows him to vary his emphasis from hot to iced tea (and vice versa), regardless of the season of the year or region of the country.

To date, Aubrey Franklin has visited these markets:

Baltimore	Detroit	Syracuse
Binghamton	New York	Toledo
Cincinnati	Raleigh	Utica
Cleveland	Richmond	Washington
Columbus	Scranton	Youngstown

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DEPARTMENT OF JUSTICE COACHES CLINICS AND TOUR

JUL 31 12 07 PM '80

INTERIM REPORT

REGISTRATION UNIT
CRIMINAL DIVISION

SPORTS AND RECREATIONAL CLINICS

To date football clinics at which the Tea Council fitness booklets are distributed have been completed at 15 locations, and as a result 225,000 booklets with their strong tea message have been distributed to boys and girls. Another seven clinics are scheduled for the summer months, which will bring the 1980 total to 22 clinics.

New clinics in 1980 are the Stovall Clinic in Anaheim, the largest one west of the Rockies, the National Industrial Recreation Association Convention and Clinic in San Diego, (aimed at a different market from football and other athletic coaches), and the Mississippi State Coaches Association, which draws attendees from Alabama, Louisiana and other states in addition to Mississippi.

A complete listing of the Winter/Spring and Summer clinics follows:

Winter/Spring

- American Football Coaches Assn., New Orleans, LA.
- Coach of the Year Clinic, Pittsburgh, PA.
- National Football Clinic, Atlantic City, N.J.
- New England Clinic, New Haven, CT.
- Stovall Clinic, Anaheim, CA.
- Coach of the Year Clinic, Louisville, KY.
- Scholastic Coach Clinic, White Plains, N.Y.
- Medalist Clinic, Chicago, IL.
- Upper New York State Clinic, Binghamton, N.Y.
- Rochester City Clinic, Rochester, N.Y.
- NIRA Convention Clinic, San Diego, CA.
- Massachusetts State Clinic, Boston, MA.
- University of Michigan Clinic, Ann Arbor, MI.
- University of Illinois Clinic, Champaign, IL.

Summer Clinics

- Tennessee
- North Carolina
- Florida
- Georgia
- South Carolina
- Iowa
- Mississippi

AFCA COACHES TOUR FOR TEA

Seven coaches have thus far visited 24 cities as part of the 45 market Coaches Tour for Tea and Fitness - 1980. Among the new coaches joining our ranks this year are Steve Sloan, Mississippi; Fran Curci, Kentucky; Bobby Bowden, Florida State; and Earle Bruce, Ohio State. Bo Schembechler, Michigan returns after an absence of seven years.

These coaches went to the following cities with these media results:

STEVE SLOAN, University of Mississippi
Nashville-Birmingham
7 TV interviews
1 radio interview
4 newspaper interviews

JERRY CLAIBORNE, University of Maryland
Pittsburgh-Akron-Cleveland
6 TV interviews
5 radio interviews
3 newspaper interviews

DAVE NELSON, University of Delaware
Albany-Hartford/New Haven-Providence-
Boston-Portland, ME.
6 TV interviews
17 radio interviews
6 newspaper interviews

BILL MURRAY, Executive Director, AFCA
Baltimore-Springfield-Worcester
5 TV interviews
8 radio interviews
5 newspaper interviews

JACKIE SHERRILL, University of Pittsburgh
Los Angeles-San Francisco-Seattle
2 TV interviews
6 radio interviews
8 newspaper interviews

VINCE DOOLEY, University of Georgia
Charlotte-Raleigh/Durham-Washington, D.C.
6 TV interviews
5 radio interviews
5 newspaper interviews

JOHNNY MAJORS, University of Tennessee
Atlanta-New Orleans-Richmond

6 TV interviews
2 radio interviews
5 newspaper interviews

BILL DOOLEY, Virginia Tech.
Louisville-Cincinnati-Indianapolis

10 TV interviews
3 radio interviews
3 newspaper interviews

To date, then, the coaches have done 49 television interviews, 44 radio interviews, and 39 newspaper interviews, which indicates a continuing interest by the media in our coaches and their messages. We expect that some of the best results in 1980 are yet to be achieved since three of the new coaches -- Curci, Bruce and Bowden have yet to make their tours.

Michael L. Friedman
DWJ Associates

May 28, 1980

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Attachment #420

JUL 31 12 07 PM '80

REGISTRATION UNIT. SPORTS VIDEOTAPE PROGRAM
CRIMINAL DIVISION

INTERIM REPORT

As of now the Tea Council has videotaped three of the four sports videotapes scheduled for 1980. One still remains to be done. Calvin Murphy of the National Basketball Association's Houston Rockets was taped in late January and distributed through April. Final results show that the tape was played on the sports segment of evening television news programs in 129 markets. Of these, 24 were in the top 50 markets, 66 in the top 100. The total audience was more than 7,500,000 viewers.

Among the stations that aired the Murphy tape were WPVI-TV, Philadelphia, PA.; WKYC-TV, Cleveland, OH.; WTCN-TV, Minneapolis, MN.; and WBFF-TV, Baltimore, MD.

The second tape was recorded with Heather McKay, world champion woman's squash player, in late April and is beginning to be placed currently. To date stations in 68 markets have requested the tape, including stations in Los Angeles, Philadelphia, San Francisco, Cleveland and Pittsburgh. We will continue to offer and place this tape through the end of July.

The third tape was recorded with John Robinson, head football coach at the University of Southern California. Plans are to begin placing this tape in late July when attention begins to focus on college football. The tape will have a life of at least two months or through USC's first game in early September.

One candidate for the fourth tape is a professional skier who drinks hot tea immediately before and after competition. Other candidates will be considered as well.

Michael L. Friedman
DWJ Associates

May 28, 1980

CALVIN MURPHY\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WPVI	PHILADELPHIA	PA	4	ABC	SD	818,000
2 KDOL	OAKLAND	CA	5	IND	EN	1,000
3 KTSF	SAN FRANCISCO	CA	5	IND	EN	9,000
4 WKYC	CLEVELAND	OH	9	NBC	SD	179,000
5 WTCN	MINNEAPOLIS	MN	13	NBC	SD	201,000
6 WBFF	BALTIMORE	MD	19	IND	SD	34,000
7 WATR	WATERBURY	CT	20	NBC	SD	7,000
8 WTNH	NEW HAVEN	CT	20	ABC	SD	155,000
9 WTHR	INDIANAPOLIS	IN	22	NBC	SD	185,000
10 WTTV	INDIANAPOLIS	IN	22	IND	SD	75,000
11 WKBW	BUFFALO	NY	29	ABC	SD	180,000
12 WTVF	NASHVILLE	TN	30	CBS	SD	220,000
13 KOAI	FLAGSTAFF	AZ	31	NBC	SD	7,000
14 KPHO	PHOENIX	AZ	31	IND	SD	38,000
15 KPNX	PHOENIX	AZ	31	NBC	SD	110,000
16 WCCB	CHARLOTTE	NC	32	NBC	DN	26,000
17 WHKY	HICKORY	NC	32	IND	SD	50,000
18 WVUE	NEW ORLEANS	LA	34	ABC	SD	141,000
19 WBNS	COLUMBUS	OH	35	CBS	SD	181,000
20 KTVY	OKLAHOMA CITY	OK	39	NBC	SD	131,000
21 WCHS	CHARLESTON	WV	41	CBS	SD	57,000
22 WDTN	DAYTON	OH	44	ABC	SD	44,000
23 WHTM	HARRISBURG	PA	45	ABC	SD	34,000
24 WAPI	BIRMINGHAM	AL	49	NBC	SD	107,000
25 KNOL	SAN ANTONIO	TX	51	NBC	SD	53,000
26 WEYI	CLIO	MI	52	CBS	SD	19,000
27 WJRT	FLINT	MI	52	ABC	SD	95,000
28 WFNY	GREENSBORO	NC	53	CBS	SD	128,000
29 WXII	WINSTON SALEM	NC	53	NBC	SD	114,000
30 WDHQ	TOLEDO	OH	56	ABC	SD	40,000
31 KSLA	SHREVEPORT	LA	58	CBS	SD	144,000
32 WBIR	KNOXVILLE	TN	59	CBS	DN	62,000
33 WALA	MOBILE	AL	60	NBC	SD	71,000
34 WEAR	PENSACOLA	FL	60	ABC	SD	80,000
35 WDRJ	ROANOKE	VA	61	CBS	SD	113,000
36 WSLS	ROANOKE	VA	61	NBC	SD	63,000
37 WTVH	SYRACUSE	NY	63	CBS	SD	113,000
38 WTVR	RICHMOND	VA	64	CBS	SD	100,000
39 KJED	FRESNO	CA	69	ABC	EN	32,000
40 KMJ	FRESNO	CA	69	NBC	SD	72,000
41 WRCB	CHATTANOOGA	TN	71	NBC	SD	85,000
42 WBHW	SPRINGFIELD	IL	72	IND	SD	1,000
43 WMTW	POLAND SPRING	ME	74	ABC	SD	52,000
44 KGGM	ALBUQUERQUE	NM	75	CBS	SD	50,000
45 WPEC	W. PALM BEACH	FL	77	ABC	SD	62,000
46 WPTV	W. PALM BEACH	FL	77	NBC	SD	73,000
47 KDUB	DUBUQUE	IA	79	ABC	SD	9,000
48 WSJV	ELKHART	IN	82	ABC	SD	45,000
49 WCYB	BRISTOL	VA	84	NBC	SD	97,000
50 WJHL	JOHNSON CITY	TN	84	CBS	SD	73,000

CALVIN MURPHY\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 WKPT	KINGSFORT	TN	84	ABC	SD	5,000
52 KHGI	KEARNEY	NE	85	ABC	EN	27,000
53 KOLN	LINCOLN	NE	85	CBS	SD	85,000
54 WWLP	SPRINGFIELD	MA	86	NBC	SD	73,000
55 WEHT	HENDERSON	KY	88	CBS	SD	52,000
56 WTVW	EVANSVILLE	IN	88	ABC	SD	46,000
57 WTVQ	LEXINGTON	KY	89	ABC	SD	28,000
58 KOLD	TUCSON	AZ	90	CBS	SD	42,000
59 KVDA	TUCSON	AZ	90	NBC	SD	39,000
60 KZAZ	TUCSON	AZ	90	IND	SD	9,000
61 KTHI	FARGO	ND	93	ABC	SD	32,000
62 WDWL	FLORENCE	AL	96	NBC	SD	6,000
63 WCAX	BURLINGTON	VT	98	CBS	SD	77,000
64 KTBC	AUSTIN	TX	99	CBS	SD	88,000
65 KTVV	AUSTIN	TX	99	NBC	SD	27,000
66 KABY	ABERDEEN	SD	100	NBC	SD	9,000
67 KKTU	COLORADO SPRINGS	CO	101	CBS	SD	43,000
68 KTSM	EL PASO	TX	102	NBC	SD	23,000
69 KVIA	EL PASO	TX	102	ABC	SD	44,000
70 WIFR	ROCKFORD	IL	104	CBS	SD	16,000
71 WNCT	GREENVILLE	NC	105	CBS	SD	84,000
72 KDLH	DULUTH	MN	106	CBS	SD	66,000
73 KAMR	AMARILLO	TX	107	NBC	SD	40,000
74 KFDA	AMARILLO	TX	107	CBS	SD	11,000
75 WJBF	AUGUSTA	GA	109	ABC	SD	93,000
76 KNQE	MONROE	LA	111	CBS	SD	112,000
77 WRBL	COLUMBUS	GA	113	CBS	SD	63,000
78 KSBY	SAN LUIS OBISPO	CA	114	IND	SD	30,000
79 KLFY	LAFAYETTE	LA	115	CBS	SD	66,000
80 WCBD	CHARLESTON	SC	117	ABC	SD	57,000
81 WCSC	CHARLESTON	SC	117	CBS	SD	61,000
82 WWAY	WILMINGTON	NC	118	ABC	SD	39,000
83 WJCL	SAVANNAH	GA	120	ABC	SD	24,000
84 WKAB	MONTGOMERY	AL	122	ABC	SD	6,000
85 WEAU	EAU CLAIRE	WI	123	NBC	SD	53,000
86 WXOW	LA CROSSE	WI	123	ABC	SD	13,000
87 KAMC	LUBBOCK	TX	125	ABC	SD	29,000
88 KVBC	LAS VEGAS	NV	126	NBC	SD	26,000
89 WSAU	WAUSAU	WI	128	CBS	SD	73,000
90 WINK	FT. MYERS	FL	129	CBS	SD	52,000
91 KZTV	CORPUS CHRISTI	TX	131	CBS	SD	24,000
92 WPBN	TRAVERSE CITY	MI	136	NBC	WN	16,000
93 KGBT	HARLINGEN	TX	141	CBS	SD	48,000
94 KDIX	DICKINSON	ND	143	CBS	EN	16,000
95 KCRL	RENO	NV	144	NBC	SD	14,000
96 KRCR	REDDING	CA	146	ABC	SD	62,000
97 WABI	BANGOR	ME	147	CBS	SD	60,000
98 KHQA	QUINCY	IL	148	CBS	SD	50,000
99 WKTU	UTICA	NY	151	NBC	SD	56,000
100 KCFW	KALISPELL	MT	153	NBC	EN	29,000

CALVIN MURPHY\TEA COUNCIL INTERVIEW FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
101	KECI	MISSOULA	MT	153	NBC	SD	38,000
102	KPWR	BAKERSFIELD	CA	154	CBS	OT	2,000
103	KIFI	IDAHO FALLS	ID	163	NBC	SD	14,000
104	WBOY	CLARKSBURG	WV	165	NBC	SD	32,000
105	WDTV	BRIDGEPORT	WV	165	CBS	SD	18,000
106	WBOC	SALISBURY	MD	168	CBS	SD	46,000
107	KIMO	ANCHORAGE	AK	169	ABC	SD	12,000
108	KTVA	ANCHORAGE	AK	169	CBS	SD	16,000
109	KFBB	GREAT FALLS	MT	175	ABC	SD	26,000
110	KRTV	GREAT FALLS	MT	175	NBC	SD	22,000
111	KSTF	SCOTTS BLUFF	NE	176	CBS	SD	54,000
112	KTVS	STERLING	CO	176	CBS	SD	1,000
113	WMBB	PANAMA CITY	FL	177	NBC	SD	26,000
114	KQTV	ST. JOSEPH	MO	181	ABC	SD	45,000
115	KESQ	PALM SPRINGS	CA	187	ABC	SD	8,000
116	WBBJ	JACKSON	TN	190	ABC	SD	24,000
117	WABG	GREENWOOD	MS	192	ABC	SD	15,000
118	KCTV	SAN ANGELO	TX	196	CBS	SD	19,000
119	WHSV	HARRISONBURG	VA	199	ABC	SD	30,000
120	WVIR	CHARLOTTESVILLE	VA	199	NBC	SD	6,000
121	WTAP	PARKERSBURG	WV	200	NBC	SD	22,000
122	WHIZ	ZANESVILLE	OH	203	NBC	SD	17,000
123	KONS	LAREDO	TX	205	ABC	SD	22,000
124	KVTV	LAREDO	TX	205	CBS	SD	4,000
125	KXIX	VICTORIA	TX	208	ABC	SD	27,000
126	WSLA	SELMA	AL	209	CBS	SD	3,000
127	KTCM	HELENA	MT	211	NEC	SD	6,000
128	KYUS	MILES CITY	MT	213	NBC	EN	20,000
129	KHON	HONOLULU	HA	215	NBC	SD	30,000

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7,585,000

Would you like the report RUN again? (YES/NO)

HEATHER MCKAY\TEA COUNCIL INTERVIEW INTERIM REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KSCI	LOS ANGELES	CA	2	IND	EN	1,000
2 WFMZ	ALLENTOWN	PA	4	IND	SD	8,000
3 WPVI	PHILADELPHIA	PA	4	ABC	SD	818,000
4 KDOL	OAKLAND	CA	5	IND	SD	1,000
5 KTSF	SAN FRANCISCO	CA	5	IND	SD	9,000
6 CBET	TROY	MI	7	CBC	SD	25,000
7 WKYC	CLEVELAND	OH	9	NBC	SD	179,000
8 WPTT	PITTSBURGH	PA	11	IND	SD	34,000
9 WATR	WATERBURY	CT	20	NBC	SD	7,000
10 KWGN	DENVER	CO	21	IND	SD	61,000
11 WTHR	INDIANAPOLIS	IN	22	NBC	SD	185,000
12 WTTV	INDIANAPOLIS	IN	22	IND	ON	26,000
13 KXTV	SACRAMENTO	CA	23	CBS	SD	127,000
14 WBKO	BOWLING GREEN	KY	30	ABC	SD	25,000
15 KOAI	FLAGSTAFF	AZ	31	NBC	SD	7,000
16 WTEV	NEW BEDFORD	MA	38	CBS	SD	39,000
17 WTVD	DURHAM	NC	41	CBS	SD	152,000
18 WTEN	ALBANY	NY	48	ABC	SD	159,000
19 WEYI	CLIO	MI	52	CBS	SD	19,000
20 WJRT	FLINT	MI	52	ABC	SD	95,000
21 WNEM	SAGINAW	MI	52	NBC	SD	152,000
22 WXII	WINSTON SALEM	NC	53	NBC	SD	114,000
23 KARK	LITTLE ROCK	AR	55	NBC	SD	184,000
24 KTUL	TULSA	OK	57	ABC	SD	146,000
25 WALA	MOBILE	AL	60	NBC	SD	71,000
26 WEAR	PENSACOLA	FL	60	ABC	SD	80,000
27 WSLS	ROANOKE	VA	61	NBC	SD	63,000
28 WOI	AMES	IA	62	ABC	SD	37,000
29 WTVH	SYRACUSE	NY	63	CBS	SD	113,000
30 WJCT	JACKSONVILLE	FL	66	FBS	EF	1,000
31 KFSN	FRESNO	CA	69	CBS	SD	97,000
32 WBHW	SPRINGFIELD	IL	72	IND	SD	1,000
33 WPEC	W. PALM BEACH	FL	77	ABC	SD	62,000
34 WPTV	W. PALM BEACH	FL	77	NBC	SD	73,000
35 WJHL	JOHNSON CITY	TN	84	CBS	SD	73,000
36 WULP	SPRINGFIELD	MA	86	NBC	SD	73,000
37 WEHT	HENDERSON	KY	88	CBS	SD	52,000
38 KZAZ	TUCSON	AZ	90	IND	SD	9,000
39 WRBT	BATON ROUGE	LA	92	NBC	SD	54,000
40 WCAX	BURLINGTON	VT	98	CBS	SD	77,000
41 KABY	ABERDEEN	SD	100	NBC	SD	9,000
42 KKTU	COLORADO SPRINGS	CO	101	CBS	SD	43,000
43 KVIA	EL PASO	TX	102	ABC	SD	44,000
44 KFDA	AMARILLO	TX	107	CBS	SD	11,000
45 KSBY	SAN LUIS OBISPO	CA	114	IND	SD	30,000
46 KLFY	LAFAYETTE	LA	115	CBS	SD	66,000
47 WCSC	CHARLESTON	SC	117	CBS	SD	61,000
48 WWAY	WILMINGTON	NC	118	ABC	SD	39,000
49 WEAU	EAU CLAIRE	WI	123	NBC	SD	53,000
50 KLAS	LAS VEGAS	NV	126	CBS	SD	44,000

HEATHER MCKAY\TEA COUNCIL INTERVIEW INTERIM REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KZTV	CORPUS CHRISTI	TX	131	CBS	SD	24,000
52 KXMB	BISMARCK	ND	143	CBS	SD	37,000
53 KCRL	RENO	NV	144	NBC	SD	14,000
54 KRCK	REDDING	CA	146	ABC	SD	62,000
55 WBOY	CLARKSBURG	WV	165	NBC	SD	32,000
56 KTVA	ANCHORAGE	AK	159	CBS	SD	16,000
57 KFBB	GREAT FALLS	MT	175	ABC	SD	26,000
58 KTUS	STERLING	CO	176	CBS	SD	1,000
59 WMBB	PANAMA CITY	FL	177	NBC	SD	26,000
60 KQTV	ST. JOSEPH	MO	181	ABC	SD	45,000
61 KESQ	PALM SPRINGS	CA	187	ABC	SD	8,000
62 KCTV	SAN ANGELO	TX	196	CBS	SD	19,000
63 WHSV	HARRISONBURG	VA	199	ABC	SD	30,000
64 WQIR	CHARLOTTESVILLE	VA	199	NBC	SD	6,000
65 WHIZ	ZANESVILLE	OH	203	NBC	SD	17,000
66 KVTU	LAREDO	TX	205	CBS	SD	4,000
67 WSLA	SELMA	AL	209	CBS	SD	3,000
68 KYUS	MILES CITY	MT	213	NBC	SD	20,000
						4,299,000

Would you like the report RUN again? (YES/NO)

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JUL 31 12 07 PM '80 FINAL REPORT

REGISTRATION UNIT
CRIMINAL DIVISION LAW CHAMPIONSHIP TOUR

Between February 25th and May 22nd, five different female collegiate athletic coaches visited a total of thirteen markets surrounding AIAW (Association of Intercollegiate Athletics for Women) National Championships in five different sports.

Their messages to the media interviewing them included the burgeoning of women's athletics, the Championship events taking place in that area, and the role of tea -- in female athletes' training table diet regimen.

The coaches, the championships, and the markets, were:

Mamie Rallins (Track Coach, Ohio State)
Indoor Track and Field Championships
(Open Division)

- Kansas City
- Columbia/Jefferson City, MO.
- St. Louis

Stephanie Walsh (Swimming Coach for Women,
Harvard University)
National Swimming and Diving Championship
(Division II)

- Pittsburgh
- Buffalo

Gail Davis (Associate Athletic Director,
Rhode Island College)
National Gymnastics Championship
(Division II)

- Atlanta
- Macon

Carol Eckman (Associate Director of Athletics
and Assistant Professor of Physical
Education, Lock Haven State College)
National Basketball Championship (Division II)

- Columbus
- Dayton
- Cincinnati

Cathy Ballard (Tennis Coach, University of Iowa)
Tennis (Division I)

- Mobile
- New Orleans
- Baton Rouge

In all, the women did 46 TV interviews, 9 radio interviews and 24 newspaper interviews.

They were received enthusiastically by the media, which confirmed that there is strong interest in women's sports, particularly when there is a natural news peg, namely the Championships.

Not surprisingly, the results (impact for tea) varied with the ability of the spokesperson. Though in most cases it was good, this was a learning experience for both the Tea Council and the AIAW. In only one case (Cathy Ballard) did we have the luxury of training the person, and not surprisingly her results were the best.

Unlike the football coaches, we learned that these people are not all "media naturals." In fact, before the tour some had never previously appeared on television.

Therefore, at times we did training on the go with the first city serving as a tryout. Happily, all speakers improved as they went, in great part thanks to the media specialist that traveled with them.

However, it is a strong program and with additional startup time in 1981 we predict even better results for tea.

Michael L. Friedman
DWJ Associates

May 28, 1980

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REGISTRATION UNIT
CRIMINAL DIVISION TEA COUNCIL OF THE U. S. A., INC.

REPORT OF THE TREASURER

FOR THE SIX MONTHS ENDED JUNE 30, 1980

	<u>ACTUAL TO</u> <u>6/30/80</u>	<u>BUDGET</u> <u>6/30/80</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$625,186</u>	<u>\$625,186</u>	<u>\$625,186</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$212,582	\$213,249	\$435,000
Producing Countries Contributions	184,335	226,717	408,498
Interest	<u>37,788</u>	<u>18,000</u>	<u>36,000</u>
TOTAL RECEIPTS	<u>\$434,705</u>	<u>\$457,966</u>	<u>\$879,498</u>
<u>EXPENDITURES:</u>			
Tea Council Activities			
Approved	\$472,308	\$498,962	\$886,624
Under Consideration	<u>-</u>	<u>-</u>	<u>118,060</u>
TOTAL EXPENDITURES	<u>\$472,308</u>	<u>\$498,962</u>	<u>\$1,004,684</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$587,583</u>	<u>\$584,190</u>	<u>\$500,000</u>

<u>Tea Council Activities</u>	<u>ACTUAL EXPENSES THRU 6/30/80</u>	<u>BUDGET THRU 6/30/80</u>	<u>1980 BUDGET</u>
101 Salaries (8)	\$ 91,762	\$ 91,762	\$183,524
104 Special Services	9,677	10,000	20,000
107 Travel & Expense	6,181	10,500	20,000
110 Employees Pension, Taxes & Ins.	22,091	22,000	40,000
113 Office Supplies & Expense	10,107	11,000	22,000
116 Rent & Maintenance	24,589	26,000	44,000
119 Furniture & Equipment	195	200	4,000
122 Insurance & Sundry Expense	6,529	6,750	12,000
125 Exhibits & Presentations	844	1,000	5,000
128 Publications	15,031	20,500	29,000
132 Photographs	4,818	4,750	8,500
138 Clippings, Radio & TV Reports	1,230	1,500	3,000
141 Publicity Mailings & Materials	15,823	15,250	30,000
144 Tea Convention	1,796	2,000	24,000
147 TV & Radio Publicity	4,644	4,500	9,000
160-194 Special Projects	<u>262,816</u>	<u>277,075</u>	<u>444,250</u>
Gross	\$478,133	\$504,787	\$898,274
151 Less Service Fee Paid by Tea Ass'n.	<u>(5,825)</u>	<u>(5,825)</u>	<u>(11,650)</u>
Net	<u>\$472,308</u>	<u>\$498,962</u>	<u>\$886,624</u>

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REGISTRATION UNITED STATES DEPARTMENT OF JUSTICE
CRIMINAL DIVISION
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

July 28, 1980
Date

Donald A. Wiederecht
Please type or print name of
signatory on the line above

Executive Director
Title