

30 JUN 1983

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. 10169**

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
William J. Tobin	Director	2/9/83
Ndugu Paul Bomani	Vice Chairman	6/3/83

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 Attached 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

(PAGE 3)

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

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. 1983 W. Congalton Tea Tasting Demonstrations.
- b) Jan.-Jun. 1983 Consumer Publicity Reports.
- c) Proposed "Quality Tea" Program.
- d) Summary Consumer Publicity Report - 1982.
- e) 1982 Sports Videotape Program - Final Report.
- f) 1982 Final Report Tea Ambassador Tour.
- g) Memorandum - Tea Council Ad Hoc Committee Meeting - Quality Tea Promotions.

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.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

See Information In Item 11.

²The 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>
* 2/7/83	Tea Board of Kenya		\$ 46,550.50 ✓
* 2/11/83	Tea Board of India		9,322.50 ✓
2/25/83	Sri Lanka Tea Board		23,325.00 ✓
3/7/83	Republic of Indonesia		37,642.75 ✓
* 3/30/83	Tea Board of Kenya		46,550.50 ✓
* 4/21/83	Tea Board of India		4,262.82 ✓
4/21/83	Tea Board of India		10,247.25 ✓
4/21/83	Tea Board of India		9,054.68 ✓
5/11/83	Tea Board of Kenya		18,194.00 ✓
5/12/83	Sri Lanka Tea Board		49,033.00 ✓
6/16/83	Republic of Indonesia		37,642.75
			Total \$291,825.75

* 1982 Contribution Received in 1983.

(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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³A 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).
⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS—MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes No

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

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See Attachment Marked "B"
"Report of the Treasurer
For The Six Months Ended
June 30, 1983."

Tot

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.

⁵Things 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, U.S. 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, U.S. 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.

(b) 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.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) 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. See Attached

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) 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, N. Y.

this 29th day of July, 19 83

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0544530
Qualified in New York County
Commission Expires March 30, 1985

RECEIVED
CRIMINAL DIVISION
JUL 20 1983
U.S. DEPT. OF JUSTICE
602 No 86 V

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

⁸The 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 upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William A. Congalton spoke at the following clubs during the month of January, 1983:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
4	Woman's Club	East Meadow, N.Y.
5	Homemakers Group	Smithtown, N.Y.
10	Homemakers Group	Port Jefferson, N.Y.
11	Homemakers Group	Farmingdale, N.Y.
13	Senior Citizens	Ridge, N.Y.
17	Woman's Club	Uniondale, N.Y.
24	20th Century Club of Richmond Hill	Kew Gardens, N.Y.
28	Woman's Club	Montclair, N.J.

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 JAN 24 1983
 SPEAKERS BUREAU
 1000 10th AVENUE
 NEW YORK, N.Y. 10018

FEBRUARY, 1983

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William A. Congalton spoke at the following clubs during the month of February, 1983:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Home Economics in Business	New York, N.Y.
2	Home Makers Group	Bayport, New York
8	Senior Citizens	North Patchogue, N.Y.
19	Daughters of the American Revolution	Southampton, New York

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William A. Congalton spoke at the following club during the month of
March, 1983:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
8	Women's Club	Bedford Hills, New York

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William A. Congalton spoke at the following clubs during the month of April, 1983:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
5	Homemakers Unit	Westbury, New York
13	Homemakers Chapter	Babylon, New York
14	Senior Citizens	Greenwich, Connecticut
18	Senior Citizens	Smithtown, New York
27	Woman's Club	Patchogue, New York

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William A. Congalton spoke at the following clubs during the month of May,
1983:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
3	Home Extension Group	Smithtown, New York
4	Homemakers Unit	Setauket, New York

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William A. Congalton spoke at the following clubs during the month of June 1983:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
4	Church Group (St. Mark's)	Islip, New York
15	Senior Citizens	Garden City Park, N.Y.

ITEM 4. ATTACHMENT "A"

Group 1 Member: Sri Lanka Tea Board

I.O.K.G. Fernando
P.O. Box 1750
Colombo 3, Sri Lanka 2/17/83

K.J. Weerasinghe
4601 N. Park Avenue
Apt. 706 - Elizabeth
Chevy Chase, MD. 20015 Vice Chairman 2/17/83

Group 2 Member: India

R. Bedi
363 East 76th Street
Apt. 6-F
New York, N.Y. 10021 2/17/83

P.P. D'Souza
200 East End Avenue
Apt. 17-P
New York, N.Y. 10028 Vice Chairman 2/17/83

Group 3 Member: Republic of Indonesia

Rudy Lengkong
10 Berwick Road
Scarsdale, N.Y. 10583 Vice Chairman 2/17/83

Mr. R.K. Wargadinata
West Java & South Sumatra
Plantations
Jalan Hayam Wuruk No. 4AX-DX
Jakarta, Indonesia 2/17/83

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

Joseph H. Wertheim
86 Wells Hill Road
Easton, Conn. 06612 Chairman 2/17/83

Jack A. Dinos
285 Blanton Road, N.W.
Atlanta, GA. 30342 Treasurer 2/17/83

Charles E. Arnett
3 Salem Lane
Westport, Conn. 06880 2/17/83

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TEA ASSOCIATION OF THE U.S.A.
WASHINGTON, D.C.

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

John G. Edwards 48 Colby Drive Dix Hills, N.Y. 11746		2/17/83
Ralph F. Genzano 5267 Little Neck Parkway Little Neck, N.Y. 11362		2/17/83
Scoville Hager 14 Homestead Terrace Scotch Plains, N.J. 07076		6/3/83
Henry F. McInerney 8 Wooster Heights Drive Ridgefield, Conn. 06877		2/17/83
R. Donald Thomson 33 Huron Drive Chatham, N.J. 07928		2/17/83
Hubert M. Tibbetts 137 Pecksland Road Greenwich, Conn. 06830		2/17/83

(Note: 1 Vacancy at present
for Group 4 Member - Tea
Association of the U.S.A.)

Group 5 Member: The Tea Board of Kenya

D.D.C. Don Nanjira 49 Iselin Terrace Larchmont, N.Y. 10538		2/17/83
J.P. Mbogua 10201 Sorrel Avenue Potomac, MD. 20854	Vice Chairman	2/17/83

Group 6 Member: The Tanzania Tea Authority

Ndugu Paul Bomani 1 Highboro Court Bethesda, MD. 20034	Vice Chairman * Resigned	2/17/83* 6/3/83
Benjamin Mkapa 1 Highboro Court Bethesda, MD. 20034	Vice Chairman	6/3/83
E.K. Sannda P.O. Box 2663 Dar Es Salaam, Tanzania		2/17/83

ITEM 11. "b"

To: Donald A. Wiederecht Copy to:
From: Beryl Walter File:
Subject: Publicity Report for the month of January, 1983 Date: Feb. 3, 1983

IN THE WORKS:

Full page, four color feature entitled "Easter Brings a Breath of Spring" being produced in cooperation with Florida Department of Citrus and New Zealand Lamb Company for release through Reilly Graphics. As implied by the title this is an Easter dinner with lamb the main course, citrus in the salad and hot tea as the beverage.

Full page, four color feature entitled "Toast Dad with his Favorite Foods" being produced in cooperation with the National Livestock and Meat Board and the Washington State Apple Commission for release through Sun Color Service. This page includes two color photographs--one features T-Bone steaks, and apple cake and iced tea; the other an eye-round roast, an apple salad and a tea-based punch.

4 black and white photo releases for late winter and early spring release are being readied for release in February. Hot tea is featured in all of these.

BW *BW*

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 February, 1983

Copy to:

File:

Date: March 1, 1983

NEWSPAPER RELEASES

Full page, four-color feature entitled "Toast Dad with his Favorite Foods" released through Sun Color service in cooperation with National Livestock and Meat Board and the Washington State Apple Commission. The page includes two color photographs--one featuring iced tea, the other a tea-based punch.

Four black and white photo releases for late winter and early spring released to metropolitan dailies. Hot tea is featured in St. Patrick's, Easter and Spring meal situations.

RADIO

Radio recording entitled "Chill Chasing" released through Joe Ziehl's "Around the House Series".

BW
pw

BW:mm

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Publicity Report for the month of March 1983

Copy to:

File:

Date: April 5, 1983

NEWSPAPER RELEASES

IN THE WORKS:

Full page, four-color feature intitled "Let's Step Outside" being produced in cooperation with Pepperidge Farm, Angostura Bitters and South African Rock Lobster. Photo shows a light summer meal to be served on patio, porch or balcony with iced tea the favored beverage.

4 black and white photo releases picturing iced tea in various summer situations being prepared for release in May for early summer use.

Radio recording being prepared for release through the Helen Hall Show for use in May. Recording extols the many virtues of tea, particularly its "light" qualities so much in sync with today's "nouvelle cuisine".

BW *BW*

BW:mm

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Publicity Report for the month of May, 1983

Copy to:

File:

Date:

June 1, 1983

NEWSPAPER RELEASES

4 black and white photo releases featuring iced tea in various summer situations released to metropolitan newspapers across the country.

Full page, four-color feature featuring a summer patio meal produced in cooperation with Pepperidge Farm, Angostura Bitters and South African Rock Lobster and released through Sun Color Service to Color-using newspapers for summer use.

Single column mat with cartoon-style illustration suggesting iced tea as a fitting reward after completing household chores released through North American Precis' "Good Psychology" series.

RADIO RELEASES

Radio recording positioning tea as a "light" drink, low in calories, inexpensive, simple to make and completely compatible with the "new cuisine" released through the Helen Hall Show.

Radio recording giving hints for outdoor barbecues and featuring iced tea and iced tea drinks as the perfect beverage released through Joe Ziehl's "Around the House" series.

BW
BW.

BW:mm

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

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Pulbicity Report for the month of April, 1983

Copy to:

File:

Date: May 20, 1983

No publicity report was made for the month of April, 1983.

BW *BW*

BW:mm

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Consumer Publicity Report for the month of June, 1983

Copy to:

File:

Date: July 6, 1983

NEWSPAPER RELEASES

Two single column releases with cartoon-style illustrations prepared for release in August and November in the "Good Psychology" series. The August release recommends exercise to relieve tensions, followed by a relaxing glass of iced tea. The November release recommends serving iced tea as an alternate to alcoholic beverages during the holiday season. By preparing and paying for these two releases in advance North American Precis is releasing a slide/script in the TV TAKES series at no charge (see below).

RADIO-TV

Radio recording recommending tea as an aid when one is trying to break bad habits such as smoking or high calorie snacking released for August use through the Helen Hall Show.

A TV slide/script entitled "Times for Tea" being prepared for release in August through North American Precis' "TV TAKES" series. The four color slides show the origin of afternoon tea in England in the nineteenth century, the March Hare's tea party in Alice in Wonderland; "High Tea" in modern day England and tea in the U.S. today after all manner of sports events.

BW
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BW:mm

ITEM 11. "C"

tea council OF THE U. S. A. INC.
 230 PARK AVENUE • NEW YORK CITY 10017
 (212) 986-6998

PROPOSED "QUALITY TEA" PROGRAM

The following program is presented for the Directors' Evaluation and possible future application, should additional funds become available.

* * * *

An excellent example of communicating the dual message of the desirability of "Quality Tea" and the proper method of brewing that tea, has been demonstrated by the success of the Tea Council's Speakers' Bureau in the persons of Ken Rapieff and, more recently, Bill Congalton.

In addition to the one-on-one entertainment value of their personal appearances talking about and tasting tea, they regularly obtain local media coverage of their event, thereby extending the reach of the "Quality Tea" message.

A proposal to expand this program, made by DWJ Associates, is as follows:

That a minimum of ten people, tea tasters from within the industry, experts on quality, be identified to take part in this program.

That these people meet for a full day's discussion and training session in New York in order to decide on the best way to tell the story of "Quality Tea" to groups and the media, and the best way to demonstrate these stories.

That these people volunteer their time on a regular basis--perhaps once a month, six times a year, perhaps only twice or three times a year--to address groups and be available for media interviews.

Following the identification and training of the people (training in making a speech/demonstration before an audience) DWJ will seek out as many speaking opportunities as possible in the New York Metropolitan area during 1983. This includes the five boroughs, Long Island, New Jersey and Connecticut. The speakers would be matched with the areas and a schedule worked out. Service clubs, fraternal organizations, possibly even school groups and others would be primary targets. A minimum of 150 persons in the audience would have to be guaranteed before a booking was made.

more.....



In conjunction with the speech/demonstration, DWJ could also arrange media appearances. Since it is limited to the New York Metro area, the most likely media will be area and regional newspapers as well as radio. From time to time there will be a cable TV opportunity and possibly a commercial TV opportunity as well.

A realistic goal for 1983 would be 50 such speeches/demonstrations/media opportunities. To keep costs down, DWJ would provide a media specialist to accompany the speakers on their first speech only. After that we would do everything possible to inform the speaker of the makeup of the group and other factors that would contribute to the success of the presentation.

While it's impossible to estimate total "live" audience, it is anticipated that if 50 such talks were completed in 1983, nearly 10,000 people would be reached on a one-to-one basis and many tens of thousands more from the resulting media.

A slightly longer range plan for later in 1983 would be to place some of the speakers on larger programs, possibly even at national conventions. This might necessitate travel but it would reach a larger and more influential audience with the attendant media.

The budget for such an undertaking would be approximately \$22,000 and would include arranging, staffing and running one day's meeting/briefing in New York; preparation of press kit materials (biographies, photos, stories); researching meeting opportunities; arranging 50 speeches/media preparation of demonstration materials; accompanists for first speeches (10) and DWJ's fee.

D.A.W.
February 17, 1983

SUMMARY
Consumer Publicity Report
1982

1. NEWSPAPER RELEASES

Color Releases:

4 full page features

2 for iced tea
1 for both hot and iced tea
1 for hot tea

No. of publications	577
Approx. circulation	21,717,000
Approx. total agate lines	850,463
Est. advertising cost	\$ 801,101
Actual cost to Tea Council	\$ 21,833

Black & White Releases: - 16

7 hot tea - 3 iced tea - 1 general

Total number of publications	212
Approx. circulation	14,528,308
Approx. total agate lines	84,278
Est. advertising cost	\$ 82,572
Actual cost to Tea Council	\$ 14,704

Mat Releases:

9 releases - 6 single column
3 - 2 column

5 for iced tea, 4 for hot tea

No. of publications	5,577
Approx. circulation	24,678,675
Approx. total agate lines	268,471
Est. advertising cost	\$ 105,797
Actual cost to Tea Council	\$ 10,455

MAGAZINE PLACEMENTS

Special material (background information, photos, recipes, brewing instructions, serving suggestions) supplied to the following national magazines:

	<u>Circulation</u>
McCalls	6,526,700
Glamour	1,879,000
Ladies Home Journal	5,502,100
Woman's Day	700,000
(Dessert Lovers' Cookbook)	
Seventeen	1,500,000
House Beautiful	867,100
Good Housekeeping	5,300,000
Redbook	4,300,000
Womans World	600,000
	<hr/>
Total	27,174,900

TV-RADIO RELEASES

1. TV Slide/script and 12 recorded radio segments

	# segments	# stations	Est. Audience
A. TV Slide/script	1	45	49,715,795
B. Around the House	6	1,806	21,672,185
C. Helen Hall Show	2	577	4,393,000
D. Campus Close-Up	2	224	1,975,857
E. Bonnie & Reba Churchill Radio Report-Westinghouse Syndicate	2	n.a.	n.a.

FILMS & FILMSTRIPS

- A. The Aim...Less Frame had 5,490 showings to approximately 152,670 home economics and physical education students.
- B. Filmstrip "All About Tea--Hot & Iced" continues to be used in 11,500 high school and junior college home economics classes with an estimated audience of 500,000.

SPEAKERS BUREAU

Speaking Engagements	30
Newspaper clippings	13

BOOKLETS (sent on request)

Aim...Less Frame	54,476
The Story of Tea	11,266
Two Leaves and a Bud	5,505
What You Should Know About Tea	5,960

COLOR RELEASES
1982

A TASTE OF THE RAINBOW

Orders	178	Clips	58
Circulation			9,051,000
Approx. agate lines			232,930
Est. advertising cost			\$ 182,511
Cost to Tea Council			\$ 5,935

A REFRESHINGLY NEW SUMMER BARBECUE

Orders	109	Clips	39
Circulation			3,917,000
Approx. agate lines			186,234
Est. advertising cost			\$ 178,759
Cost to Tea Council			\$ 3,236

IT'S TEATIME!

Orders	143	Clips	46
Circulation			4,328,000
Approx. agate lines			224,235
Est. advertising cost			\$ 219,202
Cost to Tea Council			\$ 7,136

FOOD FOR FITNESS: CHICKEN, RICE, TEA

Orders	143	Clips	90
Circulation			4,421,000
Approx. agate lines			130,790
Est. advertising cost			\$ 196,185
Cost to Tea Council			\$ 5,576

1982 SPORTS VIDEOTAPE PROGRAM

FINAL REPORT

In 1982, the Tea Council produced and distributed four different sports videotapes which were then placed with television sports directors for viewing on their local evening newscasts. The tapes featured prominent personalities in professional basketball, college football, women's professional golf and professional indoor soccer, and each contained a strong editorial endorsement for either hot or iced tea as a preferred training table drink and as an ideal beverage for fluid replacement after sports participation

The tapes were done with the following athletes, with these results:

*Marques Johnson of the NBA's Milwaukee Bucks. Played on 130 TV stations with an audience of 9,476,000.

*Jackie Sherrill, head football coach at Texas A&M. Used by 121 stations with an audience of 8,719,000.

*Patty Sheehan, one of the stars of the Ladies Pro Golf Tour. This tape played on 107 stations with an audience of 7,274,000.

*Steve Zungul, league-leading scorer of the MISL champion New York Arrows. To date, it was played on 64 stations having an audience of almost 5,800,000 viewers. This tape is still in distribution and will be in demand through the indoor soccer season which runs until early spring. It is anticipated that as many as 35 additional airings will be booked.

In total, then, the four Tea Council Sports Videotapes have played on 422 TV stations with a combined audience of more than 31,250,000 viewers, with more to come, all of whom saw and heard hot and iced tea projected in an editorial environment as beverages used and enjoyed by famous athletes.

Usage reports on the Sheehan (final) and Zungul (interim) are attached.

Michael L. Friedman
February 17, 1983

DWJ ASSOCIATES

Feb 11, 1983

PATTY SHEEHAN VIDEOTAPE FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KSCJ	SAN BERNARDINO	CA	2	IND	SD	3,000
2 WCAE	ST. JOHN	IN	3	PBS	SD	3,000
3 WFMZ	ALLENTOWN	PA	4	IND	SD	7,000
4 WPVI	PHILADELPHIA	PA	4	ABC	SD	932,000
5 WTVE	READING	PA	4	IND	SD	2,000
6 KDOL	OAKLAND	CA	5	IND	SD	13,000
7 KFTY	SANTA ROSA	CA	5	IND	SD	1,000
8 WSMW	WORCESTER	MA	6	IND	SD	4,000
9 CBET	TROY	MI	7	CBC	SD	25,000
10 WGPR	DETROIT	MI	7	IND	SD	6,000
11 WJAN	LOUISVILI F	OH	9	IND	SD	5,000
12 KUHT	HOUSTON	TX	11	PBS	SD	13,000
13 KCPQ	TACOMA	WA	15	PBS	SD	8,000
14 CNN	ATLANTA	GA	16	CNS	SD	250,000
15 WTVT	TAMPA	FL	18	CBS	SD	380,000
16 KXTV	SACRAMENTO	CA	21	CBS	SD	165,000
17 WHMB	INDIANAPOLIS	IN	22	IND	SD	24,000
18 WTHR	INDIANAPOLIS	IN	22	NBC	SD	255,000
19 WTNH	NEW HAVEN	CT	24	ABC	SD	235,000
20 KPHO	PHOENIX	AZ	25	IND	SD	107,000
21 WTMJ	MILWAUKFF	WI	29	NBC	SD	229,000
22 WRBW	BUFFALO	NY	31	ABC	SD	260,000
23 WHKY	HICKORY	NC	32	IND	SD	50,000
24 WFTV	ORLANDO	FL	33	ABC	SD	168,000
25 WSFJ	THORNVILL F	OH	35	IND	SD	1,000
26 WGGG	GREENVILLE	SC	38	IND	DT	1,000
27 KOCO	OKLAHOMA CITY	OK	41	ABC	SD	181,000
28 WCHS	CHARLESTON	WV	43	CBS	SD	121,000
29 WSAZ	HUNTINGTON	WV	43	NBC	EN	330,000
30 KBYU	PROVO	UT	44	PBS	SD	1,000
31 KSAT	SAN ANTONIO	TX	45	ABC	DT	99,000
32 WVEC	HAMPTON	VA	46	ABC	DT	68,000
33 WGHP	HIGH POINT	NC	51	ABC	DT	41,000
34 WKFT	FAYETTEVILLE	NC	51	IND	SD	2,000
35 WXII	WINSTON SALFM	NC	51	NBC	SD	72,000
36 WHTM	HARRISBURG	PA	52	ABC	SD	63,000
37 KTUL	TULSA	OK	57	ABC	SD	157,000
38 WEAR	PENSACOLA	FL	61	ABC	SD	80,000
39 WPEC	W. PALM BEACH	FL	67	ABC	SD	34,000
40 WLUK	GREEN BAY	WI	68	ABC	SD	104,000
41 KGGM	ALBUQUERQUE	NM	69	CBS	SD	61,000
42 KGAN	CEDAR RAPIDS	IA	77	CBS	MN	7,000
43 WJHL	JOHNSON CJTY	TN	78	CBS	SD	119,000
44 WLEX	LEXINGTON	KY	79	NBC	SD	62,000
45 WNDU	SOUTH BEND	IN	81	NBC	SD	59,000
46 KMTC	SPRINGFIELD	MO	82	ABC	SD	11,000
47 WJTV	JACKSON	MS	84	CBS	SD	73,000
48 KOLN	LINCOLN	NE	86	CBS	DT	27,000
49 WJBF	AUGUSTA	GA	87	ABC	SD	102,000
50 WOLO	COLUMBIA	SC	87	ABC	SD	32,000

PATTY SHEEHAN VIDEOTAPE FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 WRBT	BATON ROUGE	LA	89	NBC	SD	10,000
52 WAFF	HUNTSVILLE	AL	90	NBC	SD	37,000
53 WHNT	HUNTSVILLE	AL	90	CBS	DN	42,000
54 KELO	SIOUX FALLS	SD	97	CBS	SD	139,000
55 WCAX	BURLINGTON	VT	100	CBS	SD	77,000
56 WITN	WASHINGTON	NC	101	NBC	SD	93,000
57 WNCT	GREENVILLE	NC	101	CBS	SD	84,000
58 WTOG	SAVANNAH	GA	103	CBS	SD	90,000
59 WMTV	MADISON	WI	104	NBC	SD	55,000
60 KLAS	LAS VEGAS	NV	105	CBS	SD	59,000
61 KVIA	EL PASO	TX	106	ABC	SD	28,000
62 KNOE	MONROE	LA	110	CBS	SD	112,000
63 KFDA	AMARILLO	TX	114	CBS	SD	23,000
64 KOAM	PITTSBURG	KS	117	CBS	SD	98,000
65 WINK	FT. MYERS	FL	122	CBS	SD	79,000
66 KFDX	WICHITA FALLS	TX	125	NBC	SD	41,000
67 WWAY	WILMINGTON	NC	126	ABC	SD	26,000
68 WAEO	RHINELANDER	WI	132	NBC	SD	15,000
69 WICZ	BINGHAMTON	NY	133	NBC	SD	18,000
70 WSKG	ENDWELL	NY	133	FBS	SD	5,000
71 WGTU	TRAVERSE CITY	MJ	134	ABC	SD	17,000
72 WPBN	TRAVERSE CITY	MI	134	NBC	SD	27,000
73 WPBN	TRAVERSE CITY	MJ	134	NBC	SD	27,000
74 KCRL	RENO	NV	135	NBC	SD	19,000
75 WCWB	MACON	GA	139	NBC	SD	17,000
76 KHSL	CHICO	CA	144	CBS	SD	22,000
77 KRCR	REDDING	CA	144	ABC	SD	42,000
78 KXMB	BISMARCK	ND	145	ABC	SD	37,000
79 WTVA	TUPELO	MS	146	NBC	SD	137,000
80 WVII	BANGOR	ME	148	ABC	SD	14,000
81 KCFW	KALISPELL	MT	151	NBC	SD	29,000
82 KTXS	ABILENE	TX	153	ABC	SD	12,000
83 KTVL	MEDFORD	OR	154	CBS	SD	32,000
84 KPWR	BAKERSFIELD	CA	155	CBS	DT	13,000
85 WUTR	UTICA	NY	156	ABC	SD	16,000
86 KTRE	LUFKIN	TX	159	ABC	DT	11,000
87 WPDE	FLORENCE	SC	161	ABC	SD	23,000
88 KOTA	RAPID CITY	SD	162	NBC	SD	61,000
89 WWNY	WATERTOWN	NY	164	CBS	SD	58,000
90 WTVY	DOTHAN	AL	165	CBS	DT	15,000
91 KFBB	GREAT FALLS	MT	169	ABC	SD	24,000
92 KXII	SHERMAN	TX	170	CBS	SD	44,000
93 WHTV	MERIDIAN	MS	170	CBS	SD	10,000
94 KALB	ALEXANDRIA	LA	174	NBC	SD	70,000
95 WTOK	MERIDIAN	MS	176	ABC	DT	21,000
96 KSTF	SCOTTS BLUFF	NE	177	ABC	SD	54,000
97 WLUC	MARQUETTE	MJ	180	ABC	SD	52,000
98 KTNW	RIVERTON	WY	186	NBC	SD	60,000
99 KREX	GRAND JUNCTION	CO	187	CBS	SD	14,000
100 KREY	MONTROSE	CO	187	CBS	SD	2,000

PATTY SHEEHAN VIDEOTAPE FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
101 WBBJ	JACKSON	TN	191	ABC	SD	33,000
102 WVIR	CHARLOTTESVILLE	VA	198	NBC	SD	9,000
103 WTAP	PARKERSBURG	WV	200	NBC	SD	16,000
104 WHIZ	ZANESVILLE	OH	201	NBC	SD	16,000
105 KTVZ	BEND	OR	207	CBS	SD	4,000
106 WSLA	SELMA	AL	211	CBS	SD	10,000
107 WBKB	ALPENA	MI	213	CBS	SD	18,000
=====						7,274,000

STEVE ZUNGUL REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KSCI	SAN BERNARDINO	CA	2	IND	SD	3,000
2 KVCR	SAN BERNARDINO	CA	2	PBS	SD	37,000
3 WCAE	ST. JOHN	IN	3	PBS	SD	3,000
4 WPVI	PHILADELPHIA	PA	4	ABC	SD	773,000
5 WTVE	READING	PA	4	IND	SD	2,000
6 KDOL	OAKLAND	CA	5	IND	SD	13,000
7 KFTY	SANTA ROSA	CA	5	IND	SD	1,000
8 KICU	SAN JOSE	CA	5	IND	SD	33,000
9 KPIX	SAN FRANCISCO	CA	5	CBS	SD	354,000
10 WGPR	DETROIT	MI	7	IND	SD	6,000
11 WHAG	HAGERSTOWN	MD	8	NBC	SD	17,000
12 WJAN	LOUISVILLE	OH	9	IND	SD	5,000
13 KUHT	HOUSTON	TX	11	PBS	SD	13,000
14 WPTT	PITTSBURGH	PA	12	IND	EN	10,000
15 WTAE	PITTSBURGH	PA	12	ABC	SD	369,000
16 WCIX	MIAMI	FL	13	IND	SD	40,000
17 WLRN	MIAMI	FL	13	PBS	SD	2,000
18 WPLG	MIAMI	FL	13	ABC	SD	213,000
19 KMSP	MINNEAPOLIS	MN	14	IND	SD	83,000
20 KCPQ	TACOMA	WA	15	PBS	SD	8,000
21 KSTW	TACOMA	WA	15	IND	SD	116,000
22 CNN	ATLANTA	GA	16	CNS	SD	250,000
23 WGTU	ATHENS	GA	16	PBS	SD	11,000
24 KSDK	ST. LOUIS	MO	17	NBC	SD	195,000
25 WMAR	BALTIMORE	MD	20	NBC	SD	241,000
26 KTXL	SACRAMENTO	CA	21	IND	SD	110,000
27 KXTV	SACRAMENTO	CA	21	CBS	SD	91,000
28 WTNH	NEW HAVEN	CT	24	ABC	SD	174,000
29 KPNX	PHOENIX	AZ	25	NBC	SD	130,000
30 KCMO	FAIRWAY	KS	28	CBS	SD	179,000
31 WIVB	BUFFALO	NY	31	CBS	SD	121,000
32 WKBW	BUFFALO	NY	31	ABC	SD	260,000
33 WHKY	HICKORY	NC	32	IND	SD	50,000
34 WSFJ	THORNVILLE	OH	35	IND	SD	1,000
35 WHBQ	MEMPHIS	TN	36	ABC	SD	103,000
36 WOTV	GRAND RAPIDS	MI	37	NBC	SD	100,000
37 WLNE	PROVIDENCE	RI	39	CBS	SD	45,000
38 WLKY	LOUISVILLE	KY	42	ABC	SD	67,000
39 WCHS	CHARLESTON	WV	43	CBS	SD	79,000
40 KWEX	SAN ANTONIO	TX	45	IND	EN	2,000
41 WVTM	BIRMINGHAM	AL	47	NBC	SD	22,000
42 WDAU	SCRANTON	PA	49	CBS	SD	52,000
43 WNYT	ALBANY	NY	50	CBS	SD	48,000
44 WTEN	ALBANY	NY	50	ABC	SD	184,000
45 WGHP	HIGH POINT	NC	51	ABC	SD	119,000
46 WKFT	FAYETTEVILLE	NC	51	IND	SD	2,000
47 WHTM	HARRISBURG	PA	52	ABC	SD	63,000
48 KAKE	WICHITA	KS	58	ABC	SD	100,000
49 KSNW	WICHITA	KS	58	NBC	SD	58,000
50 KMPH	FRESNO	CA	64	IND	SD	46,000

STEVE ZUNGUL REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51	WTVH	SYRACUSE	66	CBS	SD	147,000
52	WPTV	W. PALM BEACH	67	NBC	SD	97,000
53	KXLY	SPOKANE	75	ABC	SD	71,000
54	WAND	DECATUR	76	ABC	SD	49,000
55	WJHL	JOHNSON CITY	78	CBS	DN	31,000
56	WKYH	HAZARD	79	NBC	SD	5,000
57	WJTV	JACKSON	84	CBS	SD	73,000
58	WAFF	HUNTSVILLE	90	NBC	SD	37,000
59	KCEN	WACO	98	NBC	SD	49,000
60	WITN	WASHINGTON	101	NBC	SD	93,000
61	WNCT	GREENVILLE	101	CBS	SD	84,000
62	WTOC	SAVANNAH	103	CBS	SD	85,000
63	KLAS	LAS VEGAS	105	CBS	SD	59,000
64	KDBC	EL PASO	106	CBS	SD	56,000
65	KVIA	EL PASO	106	ABC	SD	28,000
66	WREX	ROCKFORD	108	ABC	SD	49,000
67	KOAM	PITTSBURG	117	CBS	SD	98,000
68	WINK	FT. MYERS	122	CBS	SD	79,000
69	KFDX	WICHITA FALLS	125	NBC	SD	41,000
70	WECT	WILMINGTON	126	NBC	SD	146,000
71	WWAY	WILMINGTON	126	ABC	SD	26,000
72	WECA	TALLAHASSEE	128	ABC	SD	51,000
73	KCBJ	COLUMBIA	129	ABC	SD	10,000
74	WICZ	BINGHAMTON	133	NBC	SD	18,000
75	WSKG	ENDWELL	133	FBS	SD	5,000
76	WPBN	TRAVERSE CITY	134	NBC	SD	27,000
77	KIMT	MASON CITY	142	CBS	SD	45,000
78	KHSL	CHICO	144	CBS	SD	22,000
79	KDIX	DICKINSON	145	ABC	SD	16,000
80	KCFW	KALISPELL	151	NBC	SD	29,000
81	KECI	MISSOULA	151	NBC	SD	29,000
82	WUTR	UTICA	156	ABC	SD	16,000
83	WWNY	WATERTOWN	164	CBS	SD	58,000
84	KFBB	GREAT FALLS	169	ABC	SD	24,000
85	KTEN	ADA	170	ABC	SD	29,000
86	KXII	SHERMAN	170	CBS	SD	44,000
87	KULR	BILLINGS	173	ABC	SD	28,000
88	WTOK	MERIDIAN	176	ABC	SD	59,000
89	KSTF	SCOTTS BLUFF	177	ABC	SD	54,000
90	KMIR	PALM DESERT	179	NBC	SD	5,000
91	WLUC	MARQUETTE	180	ABC	SD	24,000
92	WBBJ	JACKSON	191	ABC	SD	33,000
93	WAGM	FRESQUE ISLE	199	CBS	SD	22,000
94	WHIZ	ZANESVILLE	201	NBC	SD	16,000
95	KDUB	DUBUQUE	203	ABC	SD	16,000
96	KNAZ	FLAGSTAFF	208	NBC	SD	7,000
97	WBKB	ALPENA	213	CBS	SD	18,000
98	KYUS	MILES CITY	214	NBC	SD	20,000

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7,132,000

STEVE ZUNGUL INTERIM USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KSCI	SAN BERNARDINO	CA	2	IND	SD	3,000
2 KVCR	SAN BERNARDINO	CA	2	PBS	SD	37,000
3 WPVI	PHILADELPHIA	PA	4	ABC	SD	773,000
4 KDOL	OAKLAND	CA	5	IND	SD	13,000
5 KFTY	SANTA ROSA	CA	5	IND	SD	1,000
6 KPIX	SAN FRANCISCO	CA	5	CBS	SD	354,000
7 WGPR	DETROIT	MI	7	IND	SD	6,000
8 WHAG	HAGERSTOWN	MD	8	NBC	SD	17,000
9 WTAE	PITTSBURGH	PA	12	ABC	SD	369,000
10 WPLG	MIAMI	FL	13	ABC	SD	213,000
11 KSTW	TACOMA	WA	15	IND	SD	116,000
12 CNN	ATLANTA	GA	16	CNS	SD	250,000
13 KSDK	ST. LOUIS	MO	17	NBC	SD	195,000
14 WMAR	BALTIMORE	MD	20	NBC	SD	241,000
15 KTXL	SACRAMENTO	CA	21	IND	SD	110,000
16 KXTV	SACRAMENTO	CA	21	CBS	SD	91,000
17 WTNH	NEW HAVEN	CT	24	ABC	SD	174,000
18 KCMO	FAIRWAY	KS	28	CBS	SD	179,000
19 WIVR	BUFFALO	NY	31	CBS	SD	121,000
20 WKBW	BUFFALO	NY	31	ABC	SD	260,000
21 WSFJ	THORNVILLE	OH	35	IND	SD	1,000
22 WHBQ	MEMPHIS	TN	36	ABC	SD	103,000
23 WOTV	GRAND RAPIDS	MI	37	NBC	SD	100,000
24 WLKY	LOUISVILLE	KY	42	ABC	SD	67,000
25 WCHS	CHARLESTON	WV	43	CBS	SD	79,000
26 KWEX	SAN ANTONIO	TX	45	IND	EN	2,000
27 WTEN	ALBANY	NY	50	ABC	SD	184,000
28 WGHP	HIGH POINT	NC	51	ABC	SD	119,000
29 KSNW	WICHITA	KS	58	NBC	SD	58,000
30 KMPH	FRESNO	CA	64	IND	SD	46,000
31 WPTV	W. PALM BEACH	FL	67	NBC	SD	97,000
32 WAND	DECATUR	IL	76	ABC	SD	49,000
33 WKYH	HAZARD	KY	79	NBC	SD	5,000
34 WJTV	JACKSON	MS	84	CBS	SD	73,000
35 WAFF	HUNTSVILLE	AL	90	NBC	SD	37,000
36 WITN	WASHINGTON	NC	101	NBC	SD	93,000
37 WTOG	SAVANNAH	GA	103	CBS	SD	85,000
38 KLAS	LAS VEGAS	NV	105	CBS	SD	59,000
39 KDBC	EL PASO	TX	106	CBS	SD	56,000
40 WREX	ROCKFORD	IL	108	ABC	SD	49,000
41 KOAM	PITTSBURG	KS	117	CBS	SD	98,000
42 WINK	FT. MYERS	FL	122	CBS	SD	79,000
43 KFDX	WICHITA FALLS	TX	125	NBC	SD	41,000
44 WECT	WILMINGTON	NC	126	NBC	SD	146,000
45 WWAY	WILMINGTON	NC	126	ABC	SD	26,000
46 KCBJ	COLUMBIA	MO	129	ABC	SD	10,000
47 WICZ	BINGHAMTON	NY	133	NBC	SD	18,000
48 WSKG	ENDWELL	NY	133	PBS	SD	5,000
49 KIMT	MASON CITY	IA	142	CBS	SD	45,000
50 KDIX	DICKINSON	ND	145	ABC	SD	16,000

STEVE ZUNGUL INTERIM USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KCFW	KALISPELL	MT	151	NBC	SD	29,000
52 KECI	MISSOULA	MT	151	NBC	SD	29,000
53 WUTR	UTICA	NY	156	ABC	SD	16,000
54 WWNY	WATERTOWN	NY	164	CBS	SD	58,000
55 KFBB	GREAT FALLS	MT	169	ABC	SD	24,000
56 KXII	SHERMAN	TX	170	CBS	SD	44,000
57 KSTF	SCOTTS BLUFF	NE	177	ABC	SD	54,000
58 WLUC	MARQUETTE	MI	180	ABC	SD	24,000
59 WBBJ	JACKSON	TN	191	ABC	SD	33,000
60 WAGM	PRESQUE ISLE	ME	199	CBS	SD	22,000
61 WHIZ	ZANESVILLE	OH	201	NBC	SD	16,000
62 KDUB	DURBUQUE	IA	203	ABC	SD	16,000
63 WBKB	ALPENA	MI	213	CBS	SD	18,000
64 KYUS	MILES CITY	MT	214	NBC	SD	20,000

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5,772,000

1982 FINAL REPORT
TEA AMBASSADOR TOUR

Aubrey Franklin completed his eighth full year as touring "Tea Ambassador" and again registered impressive statistics in his print and broadcast media appearances. His "tea only" presentation, with humor cleverly mixed with a strong, positive message for tea continues to appeal to the newspaper and TV representatives, and by extension, the audiences they reach.

In his interviews Aubrey featured the theme that "quality tea is still the most economical and satisfying beverage on the market today." He continues that emphasis in his tour appearances in 1983 and utilizes variations (in his own serio/comic style) on that theme.

The summary of the Tea Ambassador's media results for 1982 in the 40 markets he visited are as follows:

Newspapers: A total of 30 feature length articles in daily newspapers, many of them high circulation dailies. Notable among these stories was the one written originally by the Westchester (NY) Gannett Newspapers, which was subsequently syndicated to the 73 daily and 12 weekly papers of the Gannett Chain throughout the country. Invariably, the articles are accompanied by attention getting headlines and photographs of Aubrey Franklin pouring tea.

Television: Appearances on 44 interview shows, ranging in format from morning and evening news, women's interviews and feature "magazine" programs. Aggregate viewing time for these interviews was 535 minutes (almost 9 hours). In addition Franklin's appearance on the WOR-TV (New York) "Joe Franklin Show" was syndicated by the station (a super channel) to more than 4,500 cable outlets and 48 VHF television stations.

Attached is a market-by-market summary of Aubrey Franklin's 1982 Tour.

MARKET-BY-MARKET SUMMARY
1982 FINAL REPORT
TEA AMBASSADOR TOUR

Baltimore	"Noon News" WMAR-TV, 3 min. <u>The Baltimore Sun</u>
Boston	"Daytime" WSKB-TV, 9 min. <u>New Bedford Standard Times</u>
Buffalo	"AM/Buffalo" WKBW-TV, 8 min.
Canton/Akron	<u>The Canton Repository</u> <u>Akron Beacon Journal</u>
Charleston	"Midday" WCSC-TV, 12 min. <u>Charleston News & Courier</u> <u>Post</u>
Charlotte	<u>"Top O' The Day"</u> WBTW-TV, 6 min. <u>Charlotte Observer</u>
Cincinnati	"Mid Day" WLWT-TV, 5 min. <u>Cincinnati Enquirer</u>
Cleveland	"Morning Exchange" NEWS-TV, 10 min.
Columbus (Ohio)	"Newswatch 4" WCMH-TV, 4 min.
Detroit	"Sonya" WDIV-TV, 11 min.
Dallas/Fort Worth	"Metroplex News" KTVT-TV, 6 min. <u>Dallas Morning News</u>

Fort Wayne	"PM Magazine" WANE-TV, 7 min.
Greenville	"Peggy Denny Show" WGGS-TV, 2-60 min. airings. <u>Anderson Independent Mail</u>
Houston	"Wake Up Houston" KHTV-TV, 12 min. <u>Houston Post</u>
Indianapolis	"Jim Gerard Show" WTTV-TV, 30 min.
Jacksonville	"Sunday Edition" WJKS-TV, 15 min. <u>Jacksonville Times-Union</u>
Knoxville	"The Carl Williams Show" WBIR-TV, 20 min. <u>Knoxville Journal</u>
Lancaster	"Consumer Corner" WGAL-TV, 4 min. <u>Lancaster New Era</u>
Los Angeles	"Mid-Morning L.A." KHJ-TV, 8 min. <u>Santa Barbara News Press</u>
Miami	"Community Report" WCKT-TV, 5 min. <u>Miami News</u>
Mobile	"Gulf Coast Close-Up" WALA-TV, 10 min. <u>Mobile Press Register</u>
New Orleans	"Breakfast Edition" WDSU-TV, 15 min. <u>Baton Rouge State Times</u>

New York

"Joe Franklin Show"
WOR-TV, 10 min.
Westchester Gannett News-
papers
(9 newspapers)

Orlando

"Eyewitness News"
WFTV-TV, 6 min.
Orlando Sentinel Star

Philadelphia

"Weekend"
WKBS-TV, 7 min.

Phoenix

"Open House"
KPHO-TV, 15 min.

Pittsburgh

"Starting Today"
WPXI-TV, 9 min.
"Pittsburgh 2 Day"
KDKA-TV, 11 min.
Pittsburgh Press

Portland, Ore.

"12 In The Morning"
KPTV-TV, 7 min.
"Wake Up"
KDTV-TV, 23 min.

Providence

"Front & Center"
WPPI-TV, 10 min.
Providence Bulletin Journal

Rochester

"Morning News"
WHEC-TV, 8 min.
"Dorothy Cotton Show"
WHEC-TV, 12 min.
Rochester Times Union

San Antonio

"Good Morning San Antonio"
KSAT-TV, 9 min.
San Antonio Express

San Diego

"Sun Up"
KFMB-TV, 7 min.
Santa Ana Register

San Francisco

"KRON-TV News"
KRON-TV, 4 min.

San Jose/Carmel

"9 A.M."
KMST-TV, 15 min.
Peninsula Herald

Scranton

"Noon News Scene"
WDAV-TV, 9 min.
Scranton Times

Seattle

"Seattle Today"
KING-TV, 12 min.
Seattle Post Intelligencer

Syracuse

"Woman On The Go"
WSTM-TV, 15 min.
Syracuse Herald Journal

Tampa

"Pulse Plus"
WTVT-TV, 12 min.
Tampa Tribune

Toledo

"AM Magazine"
WDMO-TV, 11 min.

West Palm Beach

"Noon News" 2 min. and
"Evening News" 1 min.
WPEC-TV
Palm Beach Post

tea council OF THE U. S. A. INC.

230 PARK AVENUE • NEW YORK CITY 10017
(212) 986-6998

M E M O R A N D U M

TEA COUNCIL

AD HOC COMMITTEE MEETING

May 18, 1983

Present: Messrs. C.E. Arnett, R. Bedi, H.F. McInerney, H.M. Tibbetts,
J.H. Wertheim, D.A. Wiederecht.

Subject: Quality Tea Promotions

* * *

Tea Council Chairman J.H. Wertheim led the Committee discussion by restating the group's goal: to recommend to the Board of Directors of the Tea Council those programs that could be implemented if all of the Council's available resources were spent stimulating consumption of quality tea.

Based on previous meetings of this Ad Hoc Committee and the Tea Council's Marketing Advisory Committee, the following points came to the fore:

* Tea should be projected as a modern, youthful beverage having all the best properties that fit well into contemporary lifestyles, i.e., a no calorie, non-carbonated, inexpensive drink that provides a gentle lift, and one that can be taken in a variety of forms--hot, iced, tea bags, powdered--and is a perfect complement to food consumed by most American family members.

* Utilizing contemporary trends, interests and activities, the Tea Council should tie these in with the idea of quality tea in its promotions. Consistent with this "quality, up-to-date lifestyle" approach is the choice of a quality tea when beverages are considered. The proposed promotion using industry tea tasters, for example, was not considered "contemporary" enough. In this same vein, the Tea Ambassador Tour, with Aubrey Franklin, should be carefully evaluated.

* These contemporary programs should be aimed in large measure toward the younger segment of the market.

* The words "quality tea" are too ambiguous for the average consumer to understand, since technical quality can seldom be equated with (the consumer's) perceived quality. Current Tea Council literature and spokespersons now use the phraseology (with variations), "...buy a brand name tea--one you know and trust--to give you the best value and satisfaction, etc.....This choice of words is considered acceptable.

Cont.....



* Areas of Health, Nutrition and Sports Medicine would be apt subjects through which quality tea might be promoted. Highly qualified, "quality" spokespersons should be identified and approached to appear in the media for tea.

* Predominance of iced tea consumption should not diminish the impact of quality tea programs, since quality tea produces a better glass of iced tea.

* Publicity and public relations programs should remain the tools with which the Council promotes quality tea. Measurement of the effectiveness of these types of programs is highly subjective and would be difficult to translate directly into product sales.

* Prime tea markets (cities or areas) should be identified by the brands and, due to the limited resources of the Council, promotions should be restricted to these areas, only.

* * *

These recommendations are presented to the full Board of Directors at its June 3 Meeting for further discussion and refinement.

6/3/83



Donald A. Wiederecht
Executive Director

ITEM 15 (a) "B"

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

REPORT OF THE TREASURER

FOR THE SIX MONTHS ENDED JUNE 30, 1983

	<u>ACTUAL TO 6/30/83</u>	<u>BUDGET TO 6/30/83</u>	<u>ANNUAL BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$558,161</u>	<u>\$558,161</u>	<u>\$558,161</u>
<u>RECEIPTS:</u>			
U.S.A. Trade Contributions	\$193,311	\$190,136	\$440,000
Producing Countries' Contributions	185,139	209,126	418,253
Interest	<u>18,601</u>	<u>20,000</u>	<u>40,000</u>
TOTAL RECEIPTS	<u>\$397,051</u>	<u>\$419,262</u>	<u>\$898,253</u>
<u>EXPENDITURES:</u>			
Tea Council Activities			
Approved	\$393,571	\$401,305	\$805,250
Under Consideration	<u>-</u>	<u>-</u>	<u>1,164</u>
TOTAL EXPENDITURES	<u>\$393,571</u>	<u>\$401,305</u>	<u>\$806,414</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$561,641</u>	<u>\$576,118</u>	<u>\$650,000</u>

RECEIVED FROM THE
TEA COUNCIL OF THE U.S.A., INC.
JUN 30 1983

AUG 4 4 22 PM '83

INTERNATIONAL
TEA BOARD

<u>Tea Council Administrative</u>	<u>ACTUAL TO</u> <u>6/30/83</u>	<u>BUDGET TO</u> <u>6/30/83</u>	<u>ANNUAL</u> <u>BUDGET</u>
101 Salaries	\$ 86,923	\$ 87,050.	\$174,100
105 Employees' Pension, Taxes & Ins.	24,450	24,500	36,400
110 Travel & Expense	3,851	5,000	13,000
115 Office Supplies & Expense	12,147	12,500	22,000
120 Rent & Maintenance	39,810	40,000	85,000
125 Furniture & Equipment	336	1,000	2,000
130 Insurance & Sundry Expenses	5,768	7,000	14,000
132 Legal & Accounting Fees	6,550	6,500	13,000
135 Exhibits & Presentations	656	1,500	3,000
140 Misc. Devel. of Ideas, Sketches, etc.	-	-	2,000
150 Tea Convention	1,567	2,000	37,000
201-435 Council Projects	<u>219,212</u>	<u>221,954</u>	<u>419,150</u>
Gross	\$401,270	\$409,004	\$820,650
501 Less Fee Paid by Tea Assn.	<u>(7,699)</u>	<u>(7,699)</u>	<u>(15,400)</u>
Net	<u>\$393,571</u>	<u>\$401,305</u>	<u>\$805,250</u>

<u>Consumer Publicity Projects</u>	<u>ACTUAL TO 6/30/83</u>	<u>BUDGET TO 6/30/83</u>	<u>ANNUAL BUDGET</u>
201 Salaries	\$27,354	\$27,354	\$ 54,700
210 Pension, Taxes & Ins.	5,100	5,100	10,400
212 Travel & Expense	1,776	1,800	2,000
215 Special Services	1,526	1,600	2,000
220 Publications	-	-	12,000
225 Photographs	4,378	5,500	11,000
230 Clippings, Radio & TV Reports	1,749	2,000	4,000
235 Publicity Mailings & Materials	27,594	27,500	31,500
240 TV & Radio Publicity	3,125	3,200	5,000
250 Speakers' Bureau	2,614	3,000	6,000
255 "Two Leaves & A Bud" Filmstrip	<u>240</u>	<u>500</u>	<u>5,000</u>
Total	<u>\$75,456</u>	<u>\$77,554</u>	<u>\$143,600</u>

<u>Special Projects - Sports</u>	<u>ACTUAL TO 6/30/83</u>	<u>BUDGET TO 6/30/83</u>	<u>ANNUAL BUDGET</u>
301 Coaches' Tour	\$ 38,935	\$ 39,000	\$ 45,750
310 Reprint - Physical Fitness Booklet	-	-	12,000
315 Postage & Handling - Booklet Shipments	4,313	5,000	18,000
320 Distribution - Baseball Film	-	-	-
325 Football Videotape (1)	13,250	13,250	13,250
330 TV Sports Videotapes (3)	13,250	13,250	39,750
335 AFCA Donation	5,000	5,000	5,000
340 Athletic & Recreation Clinics	<u>13,529</u>	<u>13,000</u>	<u>13,000</u>
Total	<u>\$ 88,277</u>	<u>\$ 88,500</u>	<u>\$146,750</u>

<u>Other Projects</u>	<u>ACTUAL TO 6/30/83</u>	<u>BUDGET TO 6/30/83</u>	<u>ANNUAL BUDGET</u>
401 Tea Trade Journal Ads	\$ 870	\$ 900	\$ 1,800
410 Foodservice Survey	-	-	2,000
415 Foodservice Campaign	10,000	10,000	50,000
420 Distribution - "Aim...Less Frame" Film	-	-	-
425 Tea Ambassador Tour	30,000	30,000	45,000
430 Tea, Diet and Exercise Tour	9,609	10,000	20,000
435 Airline Stewardess Tour	<u>5,000</u>	<u>5,000</u>	<u>10,000</u>
Total	<u>\$55,479</u>	<u>\$55,900</u>	<u>\$128,800</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

July 29, 1983
Date

Donald A. Wiederecht

Please type or print name of signatory on the line above

Executive Director

Title

NOTED
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AUG 4 1983
CRIMINAL DIVISION
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