

30 JUN 1984

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 No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

INTERNAL SECURITY SECTION REGISTRATION UNIT
RECEIVED U.S. DEPARTMENT OF JUSTICE CRIMINAL DIVISION
AUG 1 9 57 AM '84

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
H.F. McInerney	Director	2/14/84
G.W. Uku	Vice Chairman	3/ 1/84
I.O.K.G. Fernando	Director	5/ 8/84
K.J. Weerasinghe	Vice Chairman	5/ 9/84
D.D.C. Don Nanjira	Director	6/18/84

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

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*

The People's Republic of Bangladesh, 3421 Massachusetts Ave., N.W. Washington, D.C. 20007	1/1/84
Establecimiento Las Marias S.A., Gob. Virasoro, Corrientes, Argentina	1/27/84

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	The Tanzania Tea Authority
Sri Lanka Tea Board	Aspitarte Y Cia (Argentina)
Republic of Indonesia	Casa Fuentes, S.A.C.I.F.I. (Argentina)
The Tea Board of Kenya	

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. 1984 W. Congalton Tea Tasting Demonstrations.
- b) Jan.-Jun. 1984 Consumer Publicity Reports.
- c) 1984 Tea Ambassador Tour - Interim Report.
- d) 1983 Sports Video Program - Final Report.
- e) 1984 Sports Video Program - Interim Report.
- f) 1984 Leigh Welles Tea, Diet & Exercise - Interim Report.
- g) 1984 Kathrine Switzer Tea and Running - Interim Report.
- h) 1984 Drs. Gabe Mirkin and Mona Shangold Tea, Running and Health - Interim Report.

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).
A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?

Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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

If yes, describe fully.

See 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 policy 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>
1/27/84	Establecimiento Las Marias S.A. (Argentina)		\$ 1,000.00
2/ 1/84	The People's Republic of Bangladesh		5,000.00
2/ 1/84	India		10,247.25*
2/15/84	Sri Lanka Tea Board		23,300.00
3/ 7/84	Tea Board of Kenya		64,434.00
3/19/84	Tanzania Tea Authority		14,088.75**
3/30/84	India		10,000.00
4/16/84	Tanzania Tea Authority		4,696.25*
6/18/84	India		9,202.00

*1983 Contribution Received in 1984

Total \$141,968.25

**1982 Contribution Received in 1984

(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, 1984."

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.

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
- Exhibit B⁷ Yes No

If no, please attach the required exhibit. See Attached

(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

INTERNAL SECURITY SECTION REGISTRATION UNIT
AUG 19 57 AM '84
RECEIVED U.S. DEPARTMENT OF JUSTICE CRIMINAL DIVISION

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

this *27* day of *July*, 19 *84*

Theodore P. Cammarata

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

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.)

ITEM 4. ATTACHMENT "A"

Group 1 Member: Sri Lanka Tea Board

I.O.K.G. Fernando P.O. Box 1750 Colombo 3, Sri Lanka		3/1/84*
	*Resigned	5/8/84
K.J. Weerasinghe 4601 N. Park Avenue Apt. 706 - Elizabeth Chevy Chase, MD. 20015	Vice Chairman	3/1/84*
	*Resigned	5/8/84
H.D.T. Bodihasa P.O. Box 1750 Colombo 3, Sri Lanka		5/8/84
N.R. Meemaduma 3311 Glenmore Drive Chevy Chase, MD. 20875	Vice Chairman	5/8/84

Group 2 Member: India

R. Bedi 363 East 76th Street Apt. 6-F New York, N.Y. 10021		3/1/84
A. Patwardhan 200 East End Avenue Apt. 17-P New York, N.Y. 10028	Vice Chairman	3/1/84

Group 3 Member: Republic of Indonesia

R. Lengkong 10 Berwick Road Scarsdale, N.Y. 10583	Vice Chairman	3/1/84
R.K. Wargadinata West Java & South Sumatra Plantations Jalan Hayam Wuruk No. 4AX-DX Jakarta, Indonesia		3/1/84

Cont.....

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

C.E. Arnett 3 Salem Lane Westport, Conn. 06880	Chairman	3/1/84
R.D. Thomson 33 Huron Drive Chatham, N.J. 07928	Treasurer	3/1/84
J.A. Dinos 285 Blanton Road, N.W. Atlanta, GA. 30342		3/1/84
J.G. Edwards 48 Colby Drive Dix Hills, N.Y. 11746		3/1/84
R.F. Genzano 5267 Little Neck Parkway Little Neck, N.Y. 11362		3/1/84
S. Hager 14 Homestead Terrace Scotch Plains, N.J. 07076		3/1/84
H.M. Tibbetts 137 Peckslan Road Greenwich, CT. 06830		3/1/84
J.H. Wertheim 86 Wells Hill Road Easton, CT. 06612		3/1/84

(Note: 2 Vacancies 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		3/1/84*
	*Resigned	6/12/84
P.M. Mwanzia 187-04 Aberdeen Road Jamaica, N.Y. 11432		6/12/84
W. Wabuge 10201 Sorrel Avenue Potomac, MD. 20854	Vice Chairman	3/1/84

Cont.....

Group 6 Member: The Tanzania Tea Authority

B. Mkapa 1 Highboro Court Bethesda, MD. 20854	Vice Chairman	6/12/84
E.K. Sannda P.O. Box 2663 Dar Es Salaam, Tanzania		6/12/84

February 2, 1984

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William A. Congalton spoke at the following clubs during the month
of January, 1984:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
January 4	Homemakers Unit	Brentwood, N.Y.
January 9	Womens Club	Forest Hills, N.Y.
January 10	Homemakers Unit	Franklin Square, N.Y.

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William Congalton spoke at the following organizations during the month of February, 1984:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
February 1	Homemakers Unit	Hauppauge, N.Y.
February 3	Garden Club	Garden City, N.Y.
February 7	Home Extension Grp	Northport, N.Y.
February 10	Hospital Auxiliary	Islip, N.Y.
February 29	Rotary	Lynbrook, N.Y.

March 30, 1984

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William Congalton appeared before the following organizations during the month of March, 1984:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
March 1	Homemakers Council	Massapequa Park, N.Y.
March 6	Aloha Club	Bronxville, N.Y.
March 7	Homemakers Council	East Northport, N.Y.
March 19	Athena Club	Freeport, N.Y.

April 30, 1984

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William Congalton appeared before the following organizations during the month of April, 1984.

<u>Date</u>	<u>Organization</u>	<u>Location</u>
April 3	Women's Club	Harrison, N.Y.
April 4	Homemakers Unit	Babylon, N.Y.
April 9	Senior Citizens Center	Central Islip, N.Y.
April 11	Homemakers Council	East Meadow, N.Y.
April 16	Woman's Club of Larchmont	Mamaroneck, N.Y.
April 17	AARP Local Chapter	Kings Park, N.Y.
April 26	Sisterhood of Temple Beth Am	Brentwood, N.Y.

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William Congalton appeared before the following organizations during the month of May, 1984.

<u>Date</u>	<u>Organization</u>	<u>Location</u>
May 2	Society of Mechanics and Tradesmen of City of N.Y.	New York City
May 7	YWCA	Summit, N.J.
May 7	Homemakers Council	Uniondale, N.Y.
May 22	Senior Citizens	Bronxville, N.Y.

SPEAKERS BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. William Congalton gave his program on tea before the following organizations
in June, 1984:

<u>Date</u>	<u>Organization</u>	<u>Location</u>
June 6	Progressive Senior Citizens	Central Islip, N.Y.

To: Mr. Donald A. Wiederecht

Copy to:

From: Beryl Walter

File:

Subject: Consumer Publicity Report for the
Month of January, 1984

Date: February 2, 1984

NEWSPAPER RELEASES:

Four black and white releases featuring hot tea in seasonal situations (Shrove Tuesday, St. Patrick's Day) released to metropolitan dailies across the country.

Single column mat release with cartoon-style illustration recommending hot tea as a soothing remedy for cold sufferers released through North American Precis "Good Psychology" series.

MAGAZINES

January issue of Woman's Day Special Publications entitled "Dessert Lovers' Cookbook" includes a special 3 page feature called "Teatime U.S.A." using the color photograph and recipes which were released last year to newspapers in cooperation with Pepperidge Farm.

BW *80*

BW:egp

TO: Donald A. Wiederecht

Copy to:

From: Beryl Walter

File:

Subject: Consumer Publicity Report for the month of February 1984

Date:

RADIO

recording
Radio discussing methods of keeping fit through proper exercise and proper "snacking" (i.e. tea) released through Joe Ziehl's "Around the House" series.

Bonnie & Reba Churchill's syndicated radio show carried a brief report on tea-based drinks for Valentine's Day and offered copies of the recipes to listeners who wrote in. To date, the requests have passed the 5000 mark.

Bob Low who has a weekly Saturday afternoon talk show on WMCA interviewed Beryl Walter for about 20 minutes on various aspects of tea, particularly the phenomenon of afternoon tea in posh hotels across the country.

MAGAZINES

March issue of FORD TIMES (the Ford Motor Car publication) carries a feature article entitled "Teatime Returns" to which we contributed background information, facts and figures.

BW
BW

To: Donald A. Wiederecht
From: Beryl Walter
Subject: Consumer Publicity Report for the month of March 1984

Copy to:

File:

Date: April 2, 1984

RADIO

Radio recording extolling the merits of iced tea when exercising during the first hot days of summer and giving other tips for staying cool being released by Joe Ziehl Productions in their "Around the House" series.

IN THE WORKS

4 black and white iced tea releases being prepared for distribution to metropolitan dailies for late spring and early summer use.

Color release entitled "D'Mon Over--We'll Barbecue" being prepared for distribution to color-using metropolitan dailies in cooperation with Kikkoman International and California Tree Fruit Agreement.

Color release featuring a backyard barbecue being prepared for use later in the summer ~~being prepared~~ in cooperation with National Broiler Council and the Barbecue Industry Association.

BW *pe*

To: Donald A. Wiederecht

Copy to:

From: Beryl Walter

File:

Subject: Consumer Publicity Report for the month of April, 1984

Date: April 30, 1984

NEWSPAPER RELEASES

4 black and white iced tea releases readied for distribution in May to major metropolitan newspapers for use in May and early summer.

Full page, four-color release entitled "C'Mon Over...We'll Barbecue" readied for distribution to color-using newspapers when the summer fruit is in the markets. Feature produced in cooperation with California Tree Fruit Agreement and Kikkoman International.

MAGAZINES

April issue of the magazine SHOWCASE, published by the National Association of Specialty Food Trade Inc., includes a two page article entitled "The Pleasures of Drinking Tea" for which the Tea Council supplied background information and two photographs.

BW
pe

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

To: Donald A. Wiederecht

Copy to:

From: Beryl Walter

File:

Subject: Consumer Publicity Report for the month of May, 1984

Date: June 1, 1984

NEWSPAPER RELEASES

Full page, four-color feature entitled "Summertime...and the Grilling is Easy" readied for distribution to color-using metropolitan dailies in cooperation with the National Broiler Council and the Barbecue Industry Association.

Single column mat with cartoon-style illustration released through North American Precis Syndicate to weeklies and suburban papers. Mat features a child operating a refreshment stand stocked with flavored iced tea made from a mix.

MISCELLANEOUS

Announcement release and covering letters sent to 40 presidents and program chairmen of Senior Citizens and Homemakers Councils offering the program on tea presented by William Congalton, Speakers Bureau.

BW
(signature)

To: Donald A. Widerecht

Copy to:

From: Beryl Walter

File:

Subject: Consumer Publicity Report for the month of June, 1984

Date: July 2, 1984

NESPAPER RELEASES

Cecily Brownstone in her syndicated Associated Press column used (belatedly) a photograph and recipe material placed with her in 1975.

RADIO-TV RELEASES

A television slide/script entitled "Fit as a Fiddle...with Tea" released through North American Precise' TV TAKES series. Mailing consisted of four color slides with accompanying script linking tea with various health concepts through the years.

Radio report entitled "Keeping Fit" released through Joe Ziehl's "Around the House" series. Script stresses the need for keeping physically fit using sensible moderate exercises and by quenching thirsts with iced tea.

In Bonnie & Reba Churchill's "Radio Report" aired on Westinghouse stations they offered a reprint of our "Cool Off Pitcher" flyer and suggested various iced tea drinks for July 4 celebrations.

Patricia McCann did a one-minute spot on tea on her WMC A show "McMinutes." Spot featured the cold water method of preparing iced tea.

plw

1984 TEA AMBASSADOR TOUR

INTERIM REPORT

An additional "quality tea" element in this year's Aubrey Franklin annual media tour has been producing favorable results. In nine of the 15 markets he has visited thus far, the Tea Ambassador has conducted Tea Seminars at which foodservice operators from area hotels, restaurants and resorts have been invited.

His presentation includes not only proper brewing techniques, but the long-range advantages of serving quality, branded tea, especially at "afternoon teas." He stresses the point that service of quality tea will insure return business for a high profit item.

To date, Marriott Hotels have shown the most interest in cooperating to arrange for the Tea Ambassador's Seminars in, or near five markets-- San Antonio, Austin, Santa Barbara, Portland and Los Angeles. Inter-Continental Hotel in San Diego, the Hilton in Seattle, plus the Camelback Inn in Phoenix and Rancho Mirage in Palm Springs have also helped stage the Seminars.

As has been the custom for the past eight years, Aubrey Franklin's media appearances for tea have yielded strong results. Fifteen TV appearances which produced 150 minutes of video time have given him the opportunity to get the quality tea message across as a natural follow-up to his brewing story. Six newspaper feature articles reflect these selling points as well.

The first phase of the Tea Ambassador's 1984 Tour has taken him to the West and Southwest for the first time in four years. The remaining ten markets to be covered in July, August and September will be concentrated in Southeast and Northeast markets.

June 12, 1984

Asoka Dutt
President
CBC International

1983
Sports Video Program
Final Report

Last year the Tea Council produced and distributed four separate videotapes, each with big name athletes or around major events which were then placed on television stations from coast to coast. The first two were done with EDDIE MURRAY, star first baseman of the Baltimore Orioles baseball team and JOE PATERNO, head football coach of the Penn State University team. These results have already been reported. The Murray tape appeared on 102 television stations with an audience of nearly five million viewers. The Paterno tape appeared on 159 stations with an audience of more than nine million viewers.

The latter two tapes had very long lives, extending well into 1984, and so are being reported on at this time. The first of these was done with U.S. OLYMPIC ASPIRANTS and was shot at the training center in Colorado Springs. It appeared on 103 television stations with an audience of more than seven million viewers. The last tape was done with Olympic marathon hopeful, LAURIE BINDER, and in terms of station pickup did best of all. One hundred forty-seven stations aired the tape with an audience of more than eight million.

Each of the tapes contained a strong editorial endorsement for hot or iced tea from big name athletes performing their specialties.

In all, the four tapes were seen on 485 TV stations with a combined audience of more than 29 million viewers.

Michael L. Friedman
June 12, 1984

FINAL USAGE REPORT FOR EDDIE MURRAY

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KHJ	LOS ANGELES	CA	2	IND	SD	164,000
2 KTTV	LOS ANGELES	CA	2	IND	SD	240,000
3 WFBN	JULIET	IL	3	IND	EN	1,000
4 WPWR	CHICAGO	IL	3	IND	PS	5,000
5 WHYY	WILMINGTON	DE	4	PBS	EN	54,000
6 KDOL	OAKLAND	CA	5	IND	SD	13,000
7 KDTV	SAN FRANCISCO	CA	5	SP	SD	3,000
8 KFTY	SANTA ROSA	CA	5	IND	SD	1,000
9 WSMW	WORCESTER	MA	6	IND	SD	4,000
10 WGPR	DETROIT	MI	7	IND	EN	6,000
11 WHAG	HAGERSTOWN	MD	8	NBC	SD	17,000
12 WDLI	LOUISVILLE	OH	9	IND	SD	5,000
13 WCIX	MIAMI	FL	13	IND	SD	40,000
14 WLRN	MIAMI	FL	13	PBS	SD	2,000
15 KTMA	MINNEAPOLIS	MN	14	IND	EN	1,000
16 WGTV	ATHENS	GA	15	PBS	SD	11,000
17 KCPQ	TACOMA	WA	16	PBS	SD	8,000
18 KTXL	SACRAMENTO	CA	21	IND	SD	110,000
19 WHMB	NOBLESVILLE	IN	23	IND	SD	4,000
20 WTNH	NEW HAVEN	CT	24	ABC	SD	174,000
21 WVTV	MILWAUKEE	WI	29	IND	DN	35,000
22 WBTV	CHARLOTTE	NC	31	CBS	SD	128,000
23 WHKY	HICKORY	NC	31	IND	DN	10,000
24 WKBW	BUFFALO	NY	32	ABC	SD	260,000
25 WCPX	ORLANDO	FL	33	CBS	SD	145,000
26 WFTV	ORLANDO	FL	33	ABC	SD	96,000
27 WVUE	NEW ORLEANS	LA	34	ABC	SD	112,000
28 WWMA	GRAND RAPIDS	MI	37	IND	EN	37,000
29 WKFT	FAYETTEVILLE	NC	38	IND	SD	2,000
30 WHP	HARRISBURG	PA	48	CBS	SD	63,000
31 WHTM	HARRISBURG	PA	48	ABC	SD	63,000
32 WLYH	LANCASTER	PA	48	CBS	EN	16,000
33 WSBA	YORK	PA	48	CBS	SD	5,000
34 WDTN	DAYTON	OH	49	ABC	SD	44,000
35 WDAU	SCRANTON	PA	50	CBS	SD	52,000
36 WJRT	FLINT	MI	53	ABC	SD	81,000
37 WRLH	RICHMOND	VA	56	IND	EN	25,000
38 WXEX	RICHMOND	VA	56	ABC	SD	70,000
39 KTUL	TULSA	OK	57	ABC	SD	157,000
40 WATE	KNOXVILLE	TN	58	ABC	SD	131,000
41 WTVX	FT. PIERCE	FL	64	CBS	SD	12,000
42 WTVH	SYRACUSE	NY	67	CBS	SD	133,000
43 WROC	ROCHESTER	NY	71	NBC	EN	72,000
44 WHBF	ROCK ISLAND	IL	73	CBS	SD	78,000
45 WAND	DECATUR	IL	74	ABC	SD	49,000
46 KDUB	DUBUQUE	IA	76	ABC	SD	16,000
47 WKYH	HAZARD	KY	78	NBC	EN	5,000
48 WLEX	LEXINGTON	KY	78	NBC	SD	58,000
49 WHME	SOUTH BEND	IN	80	IND	PS	14,000
50 WYTV	YOUNGSTOWN	OH	81	ABC	SD	49,000

FINAL USAGE REPORT FOR EDDIE MURRAY

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
51	WJTV	JACKSON	MS	86	CBS	SD	70,000
52	WOLO	COLUMBIA	SC	90	ABC	SD	45,000
53	WRBT	BATON ROUGE	LA	92	NBC	SD	23,000
54	KABY	ABERDEEN	SD	95	NBC	EN	9,000
55	KDLT	SIOUX FALLS	SD	95	ABC	SD	32,000
56	KELO	SIOUX FALLS	SD	95	CBS	EN	4,000
57	WITN	WASHINGTON	NC	100	NBC	SD	86,000
58	WISC	MADISON	WI	101	CBS	SD	85,000
59	WMTV	MADISON	WI	101	NBC	SD	68,000
60	KNOE	MUNROE	LA	105	CBS	SD	112,000
61	KTVE	EL DORADO	AR	105	ABC	SD	22,000
62	KDBC	EL PASO	TX	106	CBS	SD	68,000
63	KVIA	EL PASO	TX	106	ABC	SD	32,000
64	WTOG	SAVANNAH	GA	107	CBS	SD	85,000
65	KADN	LAFAYETTE	LA	113	IND	PS	1,000
66	KLFY	LAFAYETTE	LA	113	CBS	SD	93,000
67	KFDA	AMARILLO	TX	115	CBS	SD	19,000
68	WINK	FT. MYERS	FL	117	CBS	SD	79,000
69	WTWO	TERRE HAUTE	IN	123	NBC	SD	77,000
70	KFDX	WICHITA FALLS	TX	128	NBC	SD	35,000
71	WPBN	TRAVERSE CITY	MI	132	NBC	SD	27,000
72	WXOW	LA CROSSE	WI	133	ABC	SD	18,000
73	WSKG	BINGHAMTON	NY	135	PBS	SD	5,000
74	KCBJ	COLUMBIA	MO	139	ABC	SD	12,000
75	KOMU	COLUMBIA	MO	139	ABC	SD	66,000
76	KRCK	REDDING	CA	140	ABC	SD	59,000
77	KDIX	DICKINSON	ND	142	ABC	SD	16,000
78	WICU	ERIE	PA	144	NBC	SD	58,000
79	WPDE	FLORENCE	SC	147	ABC	SD	23,000
80	KBAK	BAKERSFIELD	CA	150	ABC	SD	31,000
81	KERO	BAKERSFIELD	CA	150	NBC	SD	48,000
82	WECT	WILMINGTON	NC	151	NBC	SD	82,000
83	WWAY	WILMINGTON	NC	151	ABC	SD	41,000
84	KCFW	KALISPELL	MT	154	NBC	SD	29,000
85	KTXS	ABILENE	TX	155	ABC	SD	10,000
86	WBUC	SALISBURY	MD	165	CBS	SD	54,000
87	WHTV	MERIDIAN	MS	171	CBS	SD	11,000
88	WTOK	MERIDIAN	MS	171	ABC	SD	56,000
89	KIMD	ANCHORAGE	AK	172	ABC	SD	12,000
90	KXII	SHERMAN	TX	172	CBS	SD	44,000
91	KALB	ALEXANDRIA	LA	174	NBC	SD	59,000
92	WLUC	MARQUETTE	MI	182	ABC	SD	24,000
93	WBKO	BOWLING GREEN	KY	185	ABC	SD	59,000
94	KSTF	SCOTTS BLUFF	NE	189	ABC	EN	54,000
95	WLFI	W.LAFAYETTE	IN	191	CBS	SD	12,000
96	KLST	SAN ANGELO	TX	196	CBS	SD	23,000
97	WHIZ	ZANESVILLE	OH	198	NBC	SD	16,000
98	WAGN	PRESQUE ISLE	ME	200	CBS	SD	16,000
99	KMYT	TWIN FALLS	ID	203	CBS	SD	13,000
100	WSLA	SELMA	AL	207	CBS	SD	10,000

FINAL USAGE REPORT FOR EDDIE MURRAY

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
101 WBKB	ALPENA	MI	209	CBS	EN	15,000
102 KXGN	GLENDIVE	MT	210	CBS	EN	3,000
						4,932,000

JOE PATERNO FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
1	WFBN	JOLIET	IL	3	IND	SD	12,000
2	KYW	PHILADELPHIA	PA	4	NBC	SD	606,000
3	WFMZ	ALLENTOWN	PA	4	IND	SD	7,000
4	WHYY	WILMINGTON	DE	4	PBS	EN	54,000
5	WPVI	PHILADELPHIA	PA	4	ABC	SD	773,000
6	WTVE	READING	PA	4	IND	SD	2,000
7	KDOL	OAKLAND	CA	5	IND	SD	13,000
8	KDTV	SAN FRANCISCO	CA	5	SP	SD	3,000
9	KFTY	SANTA ROSA	CA	5	IND	SD	1,000
10	KUHT	HOUSTON	TX	10	PBS	SD	13,000
11	WOAC	CANTON	OH	11	IND	EN	1,000
12	WPTT	PITTSBURGH	PA	12	IND	SD	10,000
13	WCIX	MIAMI	FL	13	IND	SD	40,000
14	WLRN	MIAMI	FL	13	PBS	SD	2,000
15	WFLG	MIAMI	FL	13	ABC	SD	213,000
16	WTVJ	MIAMI	FL	13	CBS	SD	303,000
17	KCPQ	TACOMA	WA	15	PBS	EN	8,000
18	KSTW	TACOMA	WA	15	IND	SD	116,000
19	CNN	ATLANTA	GA	16	CNS	SD	250,000
20	WXLT	SARASOTA	FL	17	ABC	SD	25,000
21	KTUS	STERLING	CO	19	ABC	SD	40,000
22	KTXL	SACRAMENTO	CA	20	IND	SD	110,000
23	WMAR	BALTIMORE	MD	21	NBC	SD	241,000
24	WTNH	NEW HAVEN	CT	22	ABC	SD	174,000
25	WIPB	MUNCIE	IN	24	PBS	SD	3,000
26	WTTV	INDIANAPOLIS	IN	24	IND	SD	63,000
27	WFTV	ORLANDO	FL	30	ABC	SD	96,000
28	WHKY	HICKORY	NC	32	IND	DN	10,000
29	WIVB	BUFFALO	NY	33	CBS	SD	121,000
30	WKBW	BUFFALO	NY	33	ABC	SD	260,000
31	WSFJ	THORNVILLE	OH	35	IND	SD	1,000
32	WKFT	FAYETTEVILLE	NC	37	IND	SD	2,000
33	WXMI	GRAND RAPIDS	MI	38	IND	SD	37,000
34	KOCO	OKLAHOMA CITY	OK	40	ABC	SD	181,000
35	WLNE	PROVIDENCE	RI	41	CBS	SD	45,000
36	WOUB	ATHENS	OH	43	PBS	SD	2,000
37	WGAL	LANCASTER	PA	46	NBC	SD	130,000
38	WHTM	HARRISBURG	PA	46	ABC	SD	63,000
39	WITF	HERSHEY	PA	46	PBS	EN	1,000
40	WLYH	LANCASTER	PA	46	CBS	SD	16,000
41	WDTN	DAYTON	OH	49	ABC	SD	44,000
42	WDAU	SCRANTON	PA	52	CBS	SD	52,000
43	KATV	LITTLE ROCK	AR	53	ABC	SD	129,000
44	KSLA	SHREVEPORT	LA	54	CBS	SD	122,000
45	KTAL	SHREVEPORT	LA	54	NBC	SD	54,000
46	WEYI	CLIO	MI	56	CBS	SD	24,000
47	KAKE	WICHITA	KS	58	ABC	SD	100,000
48	KWCH	HUTCHINSON	KS	58	CBS	SD	51,000
49	KGGM	ALBUQUERQUE	NM	62	CBS	SD	53,000
50	WPEC	W. PALM BEACH	FL	63	ABC	SD	34,000

JOE PATERNO FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 WPTV	W. PALM BEACH	FL	63	NBC	SD	97,000
52 KMPH	FRESNO	CA	65	IND	SD	46,000
53 WOVT	OMAHA	NE	71	CBS	SD	142,000
54 WPSD	PADUCAH	KY	72	NBC	SD	115,000
55 WSIU	CARBONDALE	IL	72	PBS	SD	1,000
56 WAND	DECATUR	IL	73	ABC	SD	49,000
57 KXLY	SPOKANE	WA	74	ABC	SD	84,000
58 WHBF	ROCK ISLAND	IL	75	CBS	SD	78,000
59 KDUB	DUBUQUE	IA	76	ABC	SD	16,000
60 WLEX	LEXINGTON	KY	77	NBC	SD	58,000
61 WTVQ	LEXINGTON	KY	77	ABC	SD	52,000
62 WJAC	JOHNSTOWN	PA	80	NBC	SD	169,000
63 WSBT	SOUTH BEND	IN	81	CBS	SD	70,000
64 WFMJ	YOUNGSTOWN	OH	83	NBC	SD	49,000
65 WYTV	YOUNGSTOWN	OH	83	ABC	SD	49,000
66 WJTV	JACKSON	MS	84	CBS	SD	70,000
67 KMTC	SPRINGFIELD	MO	86	ABC	SD	55,000
68 WKPT	KINGSPORT	TN	87	ABC	SD	29,000
69 KHAS	HASTINGS	NE	89	NBC	SD	17,000
70 KHGI	KEARNEY	NE	89	ABC	SD	35,000
71 KOLN	LINCOLN	NE	89	CBS	SD	85,000
72 KUON	LINCOLN	NE	89	PBS	EN	10,000
73 WIS	COLUMBIA	SC	90	NBC	SD	81,000
74 WOLO	COLUMBIA	SC	90	ABC	SD	45,000
75 WRBT	BATON ROUGE	LA	91	NBC	SD	23,000
76 WAAY	HUNTSVILLE	AL	92	ABC	SD	66,000
77 WAFF	HUNTSVILLE	AL	92	NBC	SD	37,000
78 WCAX	BURLINGTON	VT	93	CBS	SD	120,000
79 KDLT	SIOUX FALLS	SD	94	ABC	SD	32,000
80 KELO	SIOUX FALLS	SD	94	CBS	SD	4,000
81 WANE	FT. WAYNE	IN	95	CBS	SD	28,000
82 WKJG	FT. WAYNE	IN	95	NBC	SD	22,000
83 KWTX	WACO	TX	97	ABC	SD	113,000
84 WITN	WASHINGTON	NC	98	NBC	SD	86,000
85 WJBF	AUGUSTA	GA	103	ABC	SD	102,000
86 KDBC	EL PASO	TX	104	CBS	SD	68,000
87 KRWG	LAS CRUCES	NM	104	PBS	SD	2,000
88 KVIA	EL PASO	TX	104	ABC	SD	32,000
89 KRDO	COLORADO SPRINGS	CO	105	ABC	SD	46,000
90 WMTV	MADISON	WI	106	NBC	SD	68,000
91 WCIV	CHARLESTON	SC	111	NBC	SD	34,000
92 WEVU	FT. MYERS	FL	112	ABC	SD	10,000
93 WINK	FT. MYERS	FL	112	CBS	SD	79,000
94 WRBL	COLUMBUS	GA	113	CBS	SD	43,000
95 WTVM	COLUMBUS	GA	113	ABC	SD	46,000
96 KFDA	AMARILLO	TX	115	CBS	SD	19,000
97 KMCC	CLOVIS	NM	115	ABC	SD	4,000
98 KDLH	DULUTH	MN	117	CBS	SD	57,000
99 WDIO	DULUTH	MN	117	ABC	SD	65,000
100 KOAM	PITTSBURG	KS	118	CBS	SD	76,000

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CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
101 KODE	JOPLIN	MO	118	ABC	SD	37,000
102 KJAC	PORT ARTHUR	TX	120	NBC	SD	20,000
103 WTOV	STEUBENVILLE	OH	123	ABC	SD	88,000
104 KTVN	RENO	NV	124	CBS	SD	41,000
105 KIII	CORPUS CHRISTI	TX	125	ABC	SD	89,000
106 WTWD	TERRE HAUTE	IN	127	NBC	SD	77,000
107 WECA	TALLAHASSEE	FL	128	ABC	SD	51,000
108 WKBT	LA CROSSE	WI	129	CBS	SD	54,000
109 KAUZ	WICHITA FALLS	TX	130	CBS	SD	52,000
110 KFDX	WICHITA FALLS	TX	130	NBC	SD	35,000
111 KAMC	LUBBOCK	TX	131	ABC	SD	35,000
112 WGTU	TRAVERSE CITY	MI	133	ABC	SD	17,000
113 WPBN	TRAVERSE CITY	MI	133	NBC	SD	27,000
114 WSKG	BINGHAMTON	NY	134	PBS	SD	5,000
115 KCAU	SIOUX CITY	IA	135	ABC	SD	63,000
116 KHSL	CHICO	CA	138	CBS	SD	22,000
117 KRCR	REDDING	CA	138	ABC	SD	59,000
118 KIMT	MASON CITY	IA	139	CBS	SD	29,000
119 WMAZ	MACON	GA	140	CBS	SD	130,000
120 KCBJ	COLUMBIA	MO	141	ABC	SD	12,000
121 KSNT	TOPEKA	KS	145	ABC	SD	26,000
122 WICU	ERIE	PA	146	NBC	SD	58,000
123 WJET	ERIE	PA	146	ABC	EN	53,000
124 KPOM	FT. SMITH	AR	148	CBS	SD	14,000
125 WBTW	FLORENCE	SC	149	CBS	SD	92,000
126 WWAY	WILMINGTON	NC	151	ABC	SD	41,000
127 KCFW	KALISPELL	MT	153	NBC	SD	29,000
128 KECI	MISSOULA	MT	153	NBC	SD	20,000
129 KRBC	ABILENE	TX	155	NBC	SD	30,000
130 KTXS	ABILENE	TX	155	ABC	DT	8,000
131 KID	IDAHO FALLS	ID	157	CBS	SD	15,000
132 WTVY	DOTHAN	AL	160	CBS	SD	15,000
133 WBOY	CLARKSBURG	WV	162	ABC	SD	53,000
134 WDTV	BRIDGEPORT	WV	162	CBS	SD	47,000
135 KALB	ALEXANDRIA	LA	163	NBC	SD	59,000
136 WETH	ELMIRA	NY	165	NBC	SD	5,000
137 KYUS	MILES CITY	MT	169	NBC	SD	20,000
138 WTOK	MERIDIAN	MS	171	ABC	SD	56,000
139 KIMO	ANCHORAGE	AK	172	ABC	SD	12,000
140 KTEN	ADA	OK	172	ABC	SD	17,000
141 KXII	SHERMAN	TX	172	CBS	SD	44,000
142 KAIT	JONESBORO	AR	173	ABC	SD	91,000
143 WXVT	GREENVILLE	MS	174	CBS	SD	1,000
144 KECY	EL CENTRO	CA	177	ABC	SD	8,000
145 KTWO	CASPER	WY	180	ABC	SD	39,000
146 WBBJ	JACKSON	TN	183	ABC	SD	45,000
147 KMIR	PALM DESERT	CA	186	NBC	SD	5,000
148 WCFT	TUSCALOOSA	AL	188	CBS	SD	11,000
149 WLFI	W.LAFAYETTE	IN	191	CBS	SD	12,000
150 WTLW	LIMA	OH	193	IND	EN	5,000

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JOE PATERNO FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
151 WHSV	HARRISONBURG	VA	196	ABC	SD	49,000
152 WHIZ	ZANESVILLE	OH	199	NBC	SD	16,000
153 WAGM	PRESQUE ISLE	ME	200	CBS	SD	16,000
154 KVCT	VICTORIA	TX	202	ABC	SD	65,000
155 KTVD	KIRKSVILLE	MO	204	ABC	SD	37,000
156 WSLA	SELMA	AL	206	CBS	SD	10,000
157 KNOP	N. PLATTE	NE	207	NBC	SD	15,000
158 WBKB	ALPENA	MI	208	CBS	SD	18,000
159 KYUK	BETHEL	AK	215	FBS	SD	1,000
=====						9,596,000

DWJ ASSOCIATES
OLYMPIC TRAINING CENTER VIDEOCLIP FINAL USAGE REPORT

May 16, 1984

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KABC	LOS ANGELES	CA	2	ABC	SD	795,000
2 KSCI	SAN BERNARDINO	CA	2	IND	EN	3,000
3 WFBN	JOLIET	IL	3	IND	PA	17,000
4 WPVI	PHILADELPHIA	PA	4	ABC	SD	773,000
5 KDOL	OAKLAND	CA	5	IND	EN	13,000
6 KDTV	SAN FRANCISCO	CA	5	SP	SD	3,000
7 WGPR	DETROIT	MI	7	IND	EN	50,000
8 KUHT	HOUSTON	TX	10	PBS	SD	13,000
9 WPTT	PITTSBURGH	PA	12	IND	EN	10,000
10 WTAE	PITTSBURGH	PA	12	ABC	SD	369,000
11 WLRN	MIAMI	FL	13	PBS	EF	15,000
12 WPLG	MIAMI	FL	13	ABC	SD	213,000
13 KCPQ	TACOMA	WA	15	PBS	SD	8,000
14 WXFL	TAMPA	FL	17	NBC	SD	230,000
15 KTUS	STERLING	CO	19	ABC	SD	40,000
16 KRBK	SACRAMENTO	CA	20	IND	EF	10,000
17 WFSB	HARTFORD	CT	22	CBS	SD	258,000
18 WTNH	NEW HAVEN	CT	22	ABC	SD	174,000
19 WVIT	W. HARTFORD	CT	22	NBC	SD	46,000
20 KPTV	PORTLAND	OR	23	IND	SD	66,000
21 WTTV	INDIANAPOLIS	IN	24	IND	SD	63,000
22 WCPX	ORLANDO	FL	30	CBS	SD	145,000
23 WSOC	CHARLOTTE	NC	32	ABC	DT	58,000
24 WIVB	BUFFALO	NY	33	CBS	SD	121,000
25 WKBW	BUFFALO	NY	33	ABC	SD	260,000
26 WPTF	RALEIGH	NC	37	NBC	DN	50,000
27 KSL	SALT LAKE CITY	UT	42	CBS	SD	34,000
28 WHTM	HARRISBURG	PA	46	ABC	SD	63,000
29 WDTN	DAYTON	OH	49	ABC	SD	44,000
30 KTAL	SHREVEPORT	LA	54	NBC	SD	54,000
31 WXEX	RICHMOND	VA	57	ABC	SD	70,000
32 KAKE	WICHITA	KS	58	ABC	SD	100,000
33 WATE	KNOXVILLE	TN	59	ABC	SD	131,000
34 WPTV	W. PALM BEACH	FL	63	NBC	SD	97,000
35 WHEC	ROCHESTER	NY	70	CBS	SD	100,000
36 WSIU	CARBONDALE	IL	72	PBS	EF	1,000
37 KXLY	SPOKANE	WA	74	ABC	SD	84,000
38 WHBF	ROCK ISLAND	IL	75	CBS	SD	78,000
39 WKYH	HAZARD	KY	77	NBC	EN	5,000
40 WKYT	LEXINGTON	KY	77	CBS	SD	113,000
41 WLEX	LEXINGTON	KY	77	NBC	SD	58,000
42 WSJV	ELKHART	IN	81	ABC	SD	85,000
43 WRBT	BATON ROUGE	LA	91	NBC	SD	23,000
44 WOWL	FLORENCE	AL	92	NBC	SD	2,000
45 KWTX	WACO	TX	97	ABC	SD	113,000
46 WITN	WASHINGTON	NC	98	NBC	EN	86,000
47 KLAS	LAS VEGAS	NV	102	CBS	EN	57,000
48 WJBF	AUGUSTA	GA	103	ABC	SD	102,000
49 KDBC	EL PASO	TX	104	CBS	SD	68,000
50 KVIA	EL PASO	TX	104	ABC	SD	32,000

OLYMPIC TRAINING CENTER VIDEOCLIP FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KRDD	COLORADO SPRINGS	CO	105	ABC	SD	46,000
52 WISC	MADISON	WI	106	CBS	SD	85,000
53 WMTV	MADISON	WI	106	NBC	SD	68,000
54 WSAV	SAVANNAH	GA	107	ABC	SD	87,000
55 KMST	MONTEREY	CA	108	CBS	SD	21,000
56 KNTV	SAN JOSE	CA	108	ABC	SD	46,000
57 WEVU	FT. MYERS	FL	112	ABC	SD	10,000
58 KNOE	MONROE	LA	114	CBS	SD	112,000
59 KAMR	AMARILLO	TX	115	NBC	SD	31,000
60 KMCC	CLOVIS	NM	115	ABC	SD	4,000
61 KEYT	SANTA BARBARA	CA	116	ABC	SD	30,000
62 WDIO	DULUTH	MN	117	ABC	SD	65,000
63 KODE	JOPLIN	MO	118	ABC	SD	37,000
64 KSNF	JOPLIN	MO	118	CBS	WN	22,000
65 KJAC	PORT ARTHUR	TX	120	NBC	SD	20,000
66 KIII	CORPUS CHRISTI	TX	125	ABC	SD	89,000
67 KZTV	CORPUS CHRISTI	TX	125	CBS	SD	35,000
68 WVUT	VINCENNES	IN	127	FBS	SD	2,000
69 WXOW	LA CROSSE	WI	129	ABC	SD	18,000
70 WPNB	TRAVERSE CITY	MI	133	NBC	SD	27,000
71 WTVA	TUPELO	MS	136	NBC	SD	137,000
72 KRCR	REDDING	CA	138	ABC	SD	59,000
73 KTTC	ROCHESTER	MN	139	NBC	EN	30,000
74 KCBJ	COLUMBIA	MO	141	ABC	SD	12,000
75 KXMC	MINOT	ND	142	ABC	DN	16,000
76 KBAK	BAKERSFIELD	CA	147	ABC	SD	31,000
77 WBTW	FLORENCE	SC	149	CBS	SD	92,000
78 WFDE	FLORENCE	SC	149	ABC	SD	23,000
79 WWAY	WILMINGTON	NC	151	ABC	DN	16,000
80 WWAY	WILMINGTON	NC	151	ABC	SD	41,000
81 KCFW	KALISPELL	MT	153	NBC	EN	29,000
82 KCFW	KALISPELL	MT	153	NBC	SD	29,000
83 KECI	MISSOULA	MT	153	NBC	SD	20,000
84 KPVI	POCATELLO	ID	157	ABC	SD	13,000
85 WTVY	DOTHAN	AL	160	CBS	SD	15,000
86 WBOY	CLARKSBURG	WV	162	ABC	SD	53,000
87 WETM	ELMIRA	NY	165	NBC	SD	5,000
88 WWNY	WATERTOWN	NY	167	CBS	SD	51,000
89 WTOK	MERIDIAN	MS	171	ABC	SD	56,000
90 KIMO	ANCHORAGE	AK	172	ABC	SD	12,000
91 KTEN	ADA	OK	172	ABC	SD	17,000
92 KXII	SHERMAN	TX	172	CBS	SD	44,000
93 KTWO	CASPER	WY	180	ABC	SD	39,000
94 KVIQ	EUREKA	CA	181	ABC	SD	15,000
95 KREX	GRAND JUNCTION	CO	185	CBS	SD	14,000
96 WBKO	BOWLING GREEN	KY	187	ABC	SD	59,000
97 KSTF	SCOTTS BLUFF	NE	189	ABC	SD	54,000
98 WLFI	W.LAFAYETTE	IN	191	CBS	SD	12,000
99 WTAP	PARKERSBURG	WV	194	NBC	SD	16,000
100 WHSV	HARRISONBURG	VA	196	ABC	SD	49,000

1
OLYMPIC TRAINING CENTER VIDEOCLIP FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
101 WHIZ	ZANESVILLE	OH	199	NBC	SD	16,000
102 WAGM	PRESQUE ISLE	ME	200	CBS	SD	16,000
103 KVCT	VICTORIA	TX	202	ABC	EN	65,000
=====						7,414,000

LAURIE BINDE OLYMPIC MARATHONER VIDEOCLIP FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KSCI	SAN BERNARDINO	CA	2	IND	EN	3,000
2 WFBN	JOLIET	IL	3	IND	EN	12,000
3 WFLD	CHICAGO	IL	3	IND	DT	406,000
4 KYW	PHILADELPHIA	PA	4	NBC	SD	606,000
5 KBHK	SAN FRANCISCO	CA	5	IND	EN	11,000
6 KDOL	OAKLAND	CA	5	IND	EN	13,000
7 KFTY	SANTA ROSA	CA	5	IND	SD	1,000
8 KGO	SAN FRANCISCO	CA	5	ABC	SD	387,000
9 KICU	SAN JOSE	CA	5	IND	DT	11,000
10 WDIV	DETROIT	MI	7	NBC	DN	247,000
11 WGPR	DETROIT	MI	7	IND	EN	50,000
12 KRIV	HOUSTON	TX	10	IND	DT	68,000
13 KUHT	HOUSTON	TX	10	PBS	SD	13,000
14 WKID	HOLLYWOOD	FL	13	IND	EN	4,000
15 WLRN	MIAMI	FL	13	PBS	EF	15,000
16 WPLG	MIAMI	FL	13	ABC	SD	213,000
17 KIRO	SEATTLE	WA	15	CBS	SD	110,000
18 WTVT	TAMPA	FL	17	CBS	SD	380,000
19 WXLT	SARASOTA	FL	17	ABC	SD	25,000
20 KWGN	ENGLEWOOD	CO	19	IND	SD	79,000
21 KCRA	SACRAMENTO	CA	20	NBC	SD	69,000
22 KRBK	SACRAMENTO	CA	20	IND	SD	10,000
23 WBFF	BALTIMORE	MD	21	IND	EN	30,000
24 WBFF	BALTIMORE	MD	21	IND	SD	30,000
25 WVIT	W. HARTFORD	CT	22	NBC	SD	46,000
26 KMBC	KANSAS CITY	MO	27	ABC	SD	225,000
27 WCPX	ORLANDO	FL	30	CBS	SD	145,000
28 WFTV	ORLANDO	FL	30	ABC	SD	96,000
29 WKBW	BUFFALO	NY	33	ABC	SD	260,000
30 WSFJ	THORNVILLE	OH	35	IND	EN	1,000
31 WGGG	GREENVILLE	SC	36	IND	DT	4,000
32 WKFT	FAYETTEVILLE	NC	37	IND	SD	2,000
33 WPTF	RALEIGH	NC	37	NBC	DN	50,000
34 WKZO	KALAMAZOO	MI	38	CBS	DT	57,000
35 WOTV	GRAND RAPIDS	MI	38	NBC	SD	100,000
36 KBYU	PROVO	UT	42	PBS	WT	7,000
37 WOWK	HUNTINGTON	WV	43	ABC	KS	23,000
38 WLYH	LANCASTER	PA	46	CBS	DT	8,000
39 WAVY	PORTSMOUTH	VA	47	NBC	SD	56,000
40 WBRC	BIRMINGHAM	AL	48	ABC	DT	62,000
41 WKEF	DAYTON	OH	49	ABC	SD	48,000
42 KSLA	SHREVEPORT	LA	54	CBS	SD	122,000
43 WEYI	CLIO	MI	56	CBS	SD	24,000
44 WXEX	RICHMOND	VA	57	ABC	DT	31,000
45 KAKE	WICHITA	KS	58	ABC	SD	100,000
46 KWCH	HUTCHINSON	KS	58	CBS	DN	40,000
47 KWCH	HUTCHINSON	KS	58	CBS	SD	51,000
48 KGGM	ALBUQUERQUE	NM	62	CBS	EN	53,000
49 KGGM	ALBUQUERQUE	NM	62	CBS	SD	53,000
50 KSAT	SAN ANTONIO	TX	62	ABC	DT	99,000

LAURIE BINDER OLYMPIC MARATHONER VIDEOCLIP FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
51	KSAT	SAN ANTONIO	TX	62	ABC	SD	127,000
52	PALM	GREENACRES CITY	FL	63	IND	EN	5,000
53	WPEC	W. PALM BEACH	FL	63	ABC	SD	34,000
54	WFTV	W. PALM BEACH	FL	63	NBC	DN	46,000
55	WFTV	W. PALM BEACH	FL	63	NBC	SD	97,000
56	WTVX	FT. PIERCE	FL	63	CBS	DT	5,000
57	WHEC	ROCHESTER	NY	70	CBS	SD	100,000
58	WCEE	MOUNT VERNON	IL	72	IND	SD	1,000
59	WAND	DECATUR	IL	73	ABC	WT	36,000
60	KXLY	SPOKANE	WA	74	ABC	SD	84,000
61	KGAN	CEDAR RAPIDS	IA	76	CBS	MT	7,000
62	WKYH	HAZARD	KY	77	NBC	SD	5,000
63	WKYT	LEXINGTON	KY	77	CBS	DT	19,000
64	WLEX	LEXINGTON	KY	77	NBC	SD	58,000
65	WYTV	YOUNGSTOWN	OH	83	ABC	SD	49,000
66	WJTV	JACKSON	MS	84	CBS	SD	70,000
67	KVOA	TUCSON	AZ	85	NBC	DT	4,000
68	KOLN	LINCOLN	NE	89	CBS	DN	20,000
69	WIS	COLUMBIA	SC	90	NBC	DN	81,000
70	WAFB	BATON ROUGE	LA	91	CBS	DN	53,000
71	WAFB	BATON ROUGE	LA	91	CBS	SD	61,000
72	WAAY	HUNTSVILLE	AL	92	ABC	SD	66,000
73	WOWL	FLORENCE	AL	92	NBC	SD	2,000
74	KBTX	BRYAN	TX	97	ABC	DT	5,000
75	KWTX	WACD	TX	97	ABC	SD	113,000
76	WNCT	GREENVILLE	NC	98	CBS	DN	31,000
77	KLAS	LAS VEGAS	NV	102	CBS	EN	57,000
78	KVBC	LAS VEGAS	NV	102	NBC	DN	14,000
79	WJBF	AUGUSTA	GA	103	ABC	SD	102,000
80	WRDW	N. AUGUSTA	SC	103	CBS	DT	29,000
81	KRDO	COLORADO SPRINGS	CO	105	ABC	SD	46,000
82	WMTV	MADISON	WI	106	NBC	SD	68,000
83	WJCL	SAVANNAH	GA	107	ABC	SD	13,000
84	WSAV	SAVANNAH	GA	107	ABC	SD	87,000
85	KMST	MONTEREY	CA	108	CBS	SD	21,000
86	KNTV	SAN JOSE	CA	108	ABC	SD	46,000
87	WTVM	COLUMBUS	GA	113	ABC	SD	46,000
88	KNOE	MONROE	LA	114	CBS	SD	112,000
89	KSBY	SAN LUIS OBISPO	CA	116	IND	SD	28,000
90	KJAC	PORT ARTHUR	TX	120	NBC	SD	20,000
91	KIII	CORPUS CHRISTI	TX	125	ABC	SD	89,000
92	KRIS	CORPUS CHRISTI	TX	125	NBC	SD	42,000
93	WBAK	TERRE HAUTE	IN	127	ABC	DT	7,000
94	WTHI	TERRE HAUTE	IN	127	CBS	EN	85,000
95	WTHI	TERRE HAUTE	IN	127	CBS	SD	85,000
96	WVUT	VINCENNES	IN	127	FBS	SD	2,000
97	WECA	TALLAHASSEE	FL	128	ABC	SD	51,000
98	WXOW	LA CROSSE	WI	129	ABC	SD	18,000
99	KAUZ	WICHITA FALLS	TX	130	CBS	SD	52,000
100	KFDX	WICHITA FALLS	TX	130	NBC	SD	35,000

LAURIE BINDER OLYMPIC MARATHONER VIDEOCLIP FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
101	WPBN	TRAVERSE CITY	MI	133	NBC	SD	27,000
102	KRCR	REDDING	CA	138	ABC	DT	16,000
103	KTTC	ROCHESTER	MN	139	NBC	EN	30,000
104	KOMU	COLUMBIA	MO	141	ABC	DN	18,000
105	KXMB	BISMARCK	ND	142	ABC	DT	15,000
106	KXMC	MINOT	ND	142	ABC	EN	41,000
107	KXMC	MINOT	ND	142	ABC	SD	41,000
108	KBAK	BAKERSFIELD	CA	147	ABC	SD	31,000
109	KERO	BAKERSFIELD	CA	147	NBC	SD	48,000
110	WPDE	FLORENCE	SC	149	ABC	DT	23,000
111	WPDE	FLORENCE	SC	149	ABC	SD	23,000
112	WECT	WILMINGTON	NC	151	NBC	DN	33,000
113	WWAY	WILMINGTON	NC	151	ABC	DN	16,000
114	WWAY	WILMINGTON	NC	151	ABC	DT	14,000
115	WWAY	WILMINGTON	NC	151	ABC	SD	41,000
116	KCFW	KALISPELL	MT	153	NBC	DT	10,000
117	KCFW	KALISPELL	MT	153	NBC	EN	29,000
118	KCFW	KALISPELL	MT	153	NBC	SD	29,000
119	KRBC	ABILENE	TX	155	NBC	DT	23,000
120	KTXS	ABILENE	TX	155	ABC	DT	8,000
121	WTUV	DOTHAN	AL	160	CBS	SD	15,000
122	WDTV	BRIDGEPORT	WV	162	CBS	DT	22,000
123	WDTV	BRIDGEPORT	WV	162	CBS	SD	47,000
124	KALB	ALEXANDRIA	LA	163	NBC	DN	37,000
125	KALB	ALEXANDRIA	LA	163	NBC	DT	35,000
126	WBOC	SALISBURY	MD	165	CBS	EN	54,000
127	WENY	ELMIRA	NY	165	ABC	EN	9,000
128	WETM	ELMIRA	NY	165	NBC	SD	5,000
129	WWNY	WATERTOWN	NY	167	CBS	SD	51,000
130	KYUS	MILES CITY	MT	169	NBC	EN	20,000
131	WTOK	MERIDIAN	MS	171	ABC	DT	19,000
132	WTOK	MERIDIAN	MS	171	ABC	SD	56,000
133	KTEN	ADA	OK	172	ABC	DN	4,000
134	KTEN	ADA	OK	172	ABC	SD	17,000
135	KXII	SHERMAN	TX	172	CBS	SD	44,000
136	KAIT	JONESBORO	AR	173	ABC	SD	91,000
137	WJHG	PANAMA CITY	FL	175	ABC	EN	40,000
138	KECY	EL CENTRO	CA	177	ABC	SD	8,000
139	KTWD	CASPER	WY	180	ABC	SD	39,000
140	KVIQ	EUREKA	CA	181	ABC	SD	15,000
141	WLUC	MARQUETTE	MI	184	ABC	DT	11,000
142	WBKO	BOWLING GREEN	KY	187	ABC	SD	59,000
143	KSTF	SCOTTS BLUFF	NE	189	ABC	SD	54,000
144	KLST	SAN ANGELO	TX	195	CBS	MT	14,000
145	WHSV	HARRISONBURG	VA	196	ABC	SD	49,000
146	WHIZ	ZANESVILLE	OH	199	NBC	SD	16,000
147	WAGM	PRESQUE ISLE	ME	200	CBS	SD	16,000

=====

8,253,000

1984
Sports Video Program
Interim Report

Two new video news clips have already been shot in 1984, both with rising young professional women tennis players. The first was done with BARBARA POTTER, the 12th ranked player in the world, and focuses on playing tennis outdoors when the weather is hot. It is in distribution now and has already been requested by 83 stations. The second was done with KATHY JORDAN, another world class player, ranked number 10. This will be distributed in the fall when tennis players move indoors.

A third tape will be done for winter, focusing on hot tea and will be distributed during the last quarter of 1984 and early 1985.

In all cases, the athletes will not only endorse hot or iced tea but will be shown drinking the product on camera as well.

Michael L. Friedman
June 12, 1984

1984
Leigh Welles
Tea, Diet & Exercise
Interim Report

LEIGH WELLES has developed into an excellent and credible spokesperson for tea. She makes her points interestingly and creatively, tying them spontaneously to her exercise/diet story. Specifically, Leigh says that women need to do regular exercise and diet if they are to maintain their figures. Further, she gives tips for eating less, the only way to lose weight and keep it off. "Anticipate your hunger and take the edge off it," she says. Iced tea is her recommended choice because it is light and not carbonated. Further, tea, attractively served hot or iced (which she always does on camera) is something nice you can do for yourself. Tea becomes a pause for relaxation and meditation -- a break from routine without any calories.

Leigh has already visited seven of ten scheduled cities in 1984; Roanoke, Norfolk, Raleigh/Durham, Charlotte, Pittsburgh, and Nashville. She will complete her spring/summer trip with visits to Albany, Rochester and Buffalo.

To date Leigh has done 16 radio interviews totaling 312 minutes, 7 television interviews totaling 52 minutes, and 6 newspaper interviews.

Ms. Welles continues to grow as a media personality. Hers is the voice of experience, her message is a realistic one delivered in a likeable, believable, yet forceful manner. She is an excellent spokesperson for tea.

Michael L. Friedman
June 12, 1984

1984
Kathrine Switzer
Tea and Running
Interim Report

KATHRINE SWITZER is one of the pre-eminent women in running in the United States and has been for nearly twenty years since she became the first woman to run in a major marathon (Boston). Kathy is no stranger to the Tea Council having participated in an extremely successful video news release several years ago.

Now a recreational rather than competitive runner, she still takes part in various races around the country and around the world and is news wherever she goes. Kathy has already completed three cities for the Tea Council and will do a total of eight in 1984. She has visited Philadelphia, Syracuse and Indianapolis thus far, locations chosen because they are good markets for tea and because there was a natural news peg, i.e., a prominent race was to be run there.

Kathy's message is liquid replacement for runners, athletes and anyone taking part in any activity where one perspires. Specifically, she says that liquid replacement is the most important consideration for runners and that runners must take liquid before, during and after running. She prefers tea because "it is pleasant to drink, provides a mild lift and is pleasantly astringent. At the end of a run or a race tea is the only liquid that cuts the cottonmouth taste."

Kathy is very polished in her delivery, completely self assured and totally relaxed with the media, many of whom she knows. She is looked upon as a running expert and her words are listened to and believed.

To date Kathy has done 4 television interviews totaling 18 minutes, 8 radio interviews totaling 285 minutes, and 5 newspaper interviews.

The final five cities on Kathrine Switzer's tour for 1984 will be determined shortly depending on where and when the major races are held and in which she will take part.

Michael L. Friedman
June 12, 1984

1984

Drs. Gabe Mirkin and Mona Shangold
Tea, Running and Health
Interim Report

GABE MIRKIN and MONA SHANGOLD are both physicians, both runners, both media stars in their own right. They are also man and wife. Mona is the foremost expert on women and exercise and Gabe is known simply as "Doctor Sport." Both write extensively for a variety of running and fitness magazines and, in addition, Gabe has a daily one minute spot on the CBS radio network, a nightly radio show on WMAL, Washington, D.C., and a weekly column on fitness in the New York Times News Service. In short, they are well known, well thought of and widely respected.

Thus far each has done one trip, Mona to New Orleans, Gabe to St. Louis.

Dr. Mirkin says "With the onset of hot weather we have to be particularly careful about replacing fluids when exercising. We recommend tea because we can keep sugar content to 2.5% or less, which is desirable. Adding lemon and a little sugar to tea makes a tasty drink and I recommend it." He doesn't recommend so-called "exercise drinks" because they are too high in sugar.

While in St. Louis Dr. Mirkin did 1 TV interview for 4 minutes,
3 radio interviews for 115 minutes, and 1 newspaper interview.

Dr. Shangold's story, simply stated, is that exercise is good for all women, even older women; it improves appearance as well as physiological condition. Running is particularly good and runners or anyone else exercising strenuously must guard against liquid loss. "Many people like tea as the liquid replacement rather than just water," she says "because tea tastes better, and is more refreshing."

In New Orleans Dr. Shangold did 1 TV interview lasting 3 minutes,
2 radio interviews totaling 20 minutes, and 1 newspaper interview.

Six additional trips are planned for Drs. Mirkin and Shangold including Detroit, Boston, Chicago, New York, and two more to be named. Mirkin is a natural tea salesman, Shangold a bit more reticent. However, as a team they are formidable and in some of the larger cities - New York, Boston, Chicago - they will be appearing together.

Michael L. Friedman
June 12, 1984

ITEM 15 (a) ATTACHMENT "B"

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

REPORT OF THE TREASURER

FOR THE SIX MONTHS ENDED JUNE 30, 1984

	<u>ACTUAL TO 6/30/84</u>	<u>BUDGET TO 6/30/84</u>	<u>ANNUAL BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$645,597</u>	<u>\$645,597</u>	<u>\$645,597</u>
<u>RECEIPTS:</u>			
U.S.A. Trade Contributions	\$209,557	\$208,196	\$423,000
Producing Countries' Contributions	106,936	196,444	392,889
Overseas Observer Contributions	6,000	6,000	6,000
Interest	<u>29,670</u>	<u>20,000</u>	<u>40,000</u>
TOTAL RECEIPTS	<u>\$352,163</u>	<u>\$430,640</u>	<u>\$861,889</u>
<u>EXPENDITURES:</u>			
Tea Council Activities			
Approved	\$373,218	\$392,100	\$818,450
Under Consideration	<u>-</u>	<u>-</u>	<u>39,036</u>
TOTAL EXPENDITURES	<u>\$373,218</u>	<u>\$392,100</u>	<u>\$857,486</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$624,542</u>	<u>\$684,137</u>	<u>\$650,000</u>

<u>Tea Council Administrative</u>		<u>ACTUAL TO</u> <u>6/30/84</u>	<u>BUDGET TO</u> <u>6/30/84</u>	<u>1984</u> <u>BUDGET</u>
101	Salaries	\$ 92,157	\$ 92,200	\$184,550
105	Employees' Pension, Taxes & Ins.	27,993	28,000	48,250
110	Travel & Expense	3,352	4,000	10,000
115	Office Supplies & Expense	12,730	13,000	22,000
120	Rent & Maintenance	41,398	42,000	89,000
125	Furniture & Equipment	197	1,000	2,000
130	Insurance & Sundry Expenses	6,554	7,000	14,000
132	Legal & Accounting Fees	7,098	7,000	14,000
135	Exhibits & Presentations	2,063	2,000	3,000
140	Misc. Devel. of Ideas, Sketches, etc.	-	-	2,000
150	Tea Convention	-	-	37,500
201-435	Council Projects	<u>206,376</u>	<u>222,600</u>	<u>445,650</u>
	Gross	\$399,918	\$418,800	\$871,950
501	Less Fee Paid by Tea Assn.	<u>(26,700)</u>	<u>(26,700)</u>	<u>(53,500)</u>
	Net	<u>\$373,218</u>	<u>\$392,100</u>	<u>\$818,450</u>

<u>Consumer Publicity Projects</u>		<u>ACTUAL TO</u> <u>6/30/84</u>	<u>BUDGET TO</u> <u>6/30/84</u>	<u>1984</u> <u>BUDGET</u>
201	Salaries	\$ 23,269	\$ 29,000	\$ 58,000
210	Employees' Pension, Taxes & Ins.	4,060	5,500	11,150
212	Travel & Expense	1,272	1,300	2,500
215	Special Services	1,336	2,000	4,000
220	Publications	1,150	2,000	9,000
225	Photographs	4,392	5,000	10,000
230	Clippings, Radio & TV Reports	1,916	2,000	4,000
235	Publicity Mailings & Materials	15,436	16,500	33,000
240	TV & Radio Publicity	2,450	3,000	6,000
250	Speakers' Bureau	3,334	3,300	5,000
255	"Two Leaves & A Bud" Filmstrip	-	-	5,000
	Total	<u>\$ 58,615</u>	<u>\$ 69,600</u>	<u>\$147,650</u>

<u>Special Projects - Sports</u>		<u>ACTUAL TO</u> <u>6/30/84</u>	<u>BUDGET TO</u> <u>6/30/84</u>	<u>1984</u> <u>BUDGET</u>
301	Coaches' Tour	\$ -	\$ -	\$ 24,000
330	TV Sports Videotapes (3)	30,000	30,000	45,000
345	Sports Medicine Program (Merkin)	14,445	15,000	40,000
350	Running Program (Switzer)	<u>15,603</u>	<u>16,000</u>	<u>32,000</u>
	Total	<u>\$ 60,048</u>	<u>\$ 61,000</u>	<u>\$141,000</u>

Other Projects

401	Tea Trade Journal Ads	\$ 960	\$ 1,000	\$ 2,000
415	Foodservice Campaign	10,592	15,000	50,000
425	Tea Ambassador Tour (Franklin)	50,000	50,000	75,000
430	Tea, Diet and Exercise Tour (Welles)	<u>26,161</u>	<u>26,000</u>	<u>30,000</u>
	Total	<u>\$ 87,713</u>	<u>\$ 92,000</u>	<u>\$157,000</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 27, 1984

Date

Donald A. Wiederecht

Please type or print name of signatory on the line above

Executive Director

Title

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT