

For Six Month Period Ending JUN 30 1985  
(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

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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
Edward K. Sannda	Director	4/9/85

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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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?  
Yes  No

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

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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.

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

## IV—FINANCIAL INFORMATION

## 14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
1/14/85	Tea Board, India		\$ 12,670.50*
2/13/85	Sri Lanka Tea Board		23,299.00
2/28/85	Tanzania Tea Authority		9,036.00*
3/13/85	Kenya Tea Board		16,766.25
3/19/85	Republic of Indonesia		36,440.50*
4/19/85	Tanzania Tea Authority		1,942.50
4/19/85	Tea Board, India		18,520.00
5/22/85	Sri Lanka Tea Board		41,108.75

Total \$159,783.50

\*1984 Contribution Received in 1985

## (b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes  No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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<sup>3</sup>A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

<sup>4</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS—MONIES

During this 6 month reporting period, have you

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

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

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

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE ATTACHMENT MARKED "B"

"REPORT OF THE TREASURER

FOR THE SIX MONTHS ENDED

JUNE 30, 1985."

\_\_\_\_\_  
Total

## 15. (b) DISBURSEMENTS—THINGS OF VALUE

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

Yes  No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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## (c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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**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.

<sup>5</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

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 A<sup>6</sup>      Yes       No       Not Applicable  
Exhibit B<sup>7</sup>      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.

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

<sup>7</sup>The 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 C<sup>8</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes  No

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes  No  Not Applicable

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

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration state. 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 25 day of July, 19 85

THEODORE A. CAMMAROTA  
NOTARY PUBLIC, State of New York  
No. 31-0544550  
Qualified in New York County  
Commission Expires March 30, 1987

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

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

Group 1 Member: Sri Lanka Tea Board

H.D.T. Bodhidasa  
P.O. Box 1750  
Colombo 3, Sri Lanka 3/22/85

N.R. Meemaduma  
3311 Glenmore Drive  
Chevy Chase, MD. 20817 Vice Chairman 3/22/85

Group 2 Member: India

R. Bedi  
400 W. 119th Street  
Apt. 4J  
New York, N.Y. 10027 3/22/85

A. Patwardhan  
200 East End Avenue  
Apt. 17-P  
New York, N.Y. 10028 Vice Chairman

Group 3 Member: Republic of Indonesia

Rudy Lengkong  
10 Berwick Road  
Scarsdale, N.Y. 10583 Vice Chairman

R.G.S. Soerilandanoeningrat  
Jalan Ir. H. Juanda Number 107  
Bandung, Indonesia 3/22/85

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

Charles E. Arnett  
3 Salem Lane  
Westport, CT. 06880 Chairman 3/22/85

R. Donald Thomson  
33 Huron Drive  
Chatham, N.J. 07928 Treasurer 3/22/85

Frank J. Arthofer  
9-6 Woods Brook Circle  
Ossining, N.Y. 10562 3/22/85

Jack A. Dinos  
5708 Oak Landing  
Atlanta, GA. 30327 3/22/85

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REGISTRATION

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

John G. Edwards 48 Colby Drive Dix Hills, N.Y. 11746		3/22/85
Ralph F. Genzano 5267 Little Neck Parkway Little Neck, N.Y. 11362		3/22/85
Scoville Hager 410 Greenfern Court Burlington, N.C. 27215		3/22/85
Hubert M. Tibbetts 137 Pecksland Road Greenwich, CT. 06830		3/22/85
Joseph H. Wertheim 86 Wells Hill Road Easton, CT. 06612		3/22/85

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

Group 5 Member: The Tea Board of Kenya

Philip M. Mwanzia 187-04 Aberdeen Road Jamaica, N.Y. 11432		3/22/85
Wafula Wabuge 10201 Sorrel Avenue Potomac, MD. 20854	Vice Chairman	3/22/85

Group 6 Member: The Tanzania Tea Authority

Asterius M. Hyera 1 Highboro Court Bethesda, MD. 20817	Vice Chairman	4/9/85
Richard Mariki 9914 Derbyshire Lane Bethesda, MD. 20817		4/9/85
Edward K. Saanda P.O. Box 2663 Dar Es Salaam, Tanzania		3/22/85*
	*Resigned	4/9/85

SPEAKERS BUREAU  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

Mr. William Congelton appeared before the following organizations during the month of January 1985.

<u>Date</u>	<u>Organization</u>	<u>Location</u>
January 13	Friends of the Library	Rockville Center, N.Y.
January 29	Good Citizens League	Flushing, N.Y.

INTERNAL SECURITY  
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March 1, 1985

SPEAKERS BUREAU  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

Mr. William Congalton appeared before the following organizations during the month of February, 1985.

<u>Date</u>	<u>Organization</u>	<u>Location</u>
February 11	Woman's Club	Hastings-on-Hudson, N.Y.
February 13	Homemakers Council	Huntington Station, N.Y.
February 21	Vannier's Te Company for Committee of 200	New York, N.Y.
February 26	Cooperative Extension	Northport, N.Y.

(3 meetings were cancelled this month due to inclement weather)

SPEAKERS BUREAU  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

Mr. William Congalton appeared before the following organizations during the month of March, 1985.

<u>Date</u>	<u>Organization</u>	<u>Location</u>
March 4	Smithtown High School West (3 Home Economics classes)	Smithtown, N.Y.
March 6	Homemakers Council	Syosset, N.Y.
March 12	Homemakers Council	Bayshore-Brightwaters, N.Y.
March 20	Signal Hill Elementary School (5 classes)	Dix Hills, N.Y.

SPEAKERS BUREAU  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
April 11	East Marion-Orient Homemakers	East Marion, L.I.
April 25	Kiwanis Club	Newark, N.J.

State 3

SPEAKERS BUREAU  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
May 6, 1985	Suffolk County Homemakers	Deer Park (W.Babylon), N.Y.
May 20, 1985	Senior Citizens, Burr Road	Huntington, N.Y.
May 28, 1985	Woodbridge Retired Educators Assn.	Colonia, N.J.

June 28, 1985

SPEAKERS BUREAU  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
June 18, 1985	Eastern Star	College Point, N.Y.
June 27, 1985	Hyatt Regency Hotel	New Brunswick, N.J.

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 January, 1985

Date:

In the Works - Newspaper Releases

Color release with an Italian picnic theme being prepared in cooperation with National Live Stock and Meat Board and Pacific Kitchens for pears and ripe olives.

Four black and white releases featuring hot tea in seasonal situations being readied for release early in February.

Four new single column mats in the "Good Psychology" series prepared for release in February, April, June and September.

Radio

Beryl Walter did a ten minute radio interview with Don Berly of KMBZ, Kansas City on tea trends, legends etc.

Arrangements made with Joe Ziehl to produce four radio recordings in the "Around the House" series. First one to be released in February will have a St. Patrick's Day theme.

*pcw*

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

To: DONALD WIEDERECHT

Copy to:

From: BERYL WALTER

File:

Subject: Consumer Publicity Report for the month of February 1985

Date: March 1, 1985

NEWSPAPER RELEASES

Four black and white photo releases featuring hot tea in seasonal situations (St. Patrick's Day, Easter, Passover) released to metropolitan dailies for March-April use.

Single column mat with line drawing illustration suggests taking a tea break while studying for exams to relieve stress released through North American Precis! "Good Psychology" series.

RADIO

Radio recording featuring hot tea for St. Patrick's Day released through Joe Ziehl's "Around the House" series.

*plw*

To: Donald A. Wiederecht

Copy to:

From: Beryl Walter

File:

Subject: Consumer Publicity Report for the month of March, 1985

Date: April 2, 1985

#### NEWSPAPER RELEASES

Full page, four color release entitled "The Italian Mood: Al Fresco Dining" released through Family Features Editorial Services in cooperation with The National Live Stock and Meat Board, the California Table Grape Association and California Olive Industry. The page features a patio picnic with iced tea as the beverage, plain or combined with red wine for a "Vino Te.

Single column mat with cartoon-style illustration praising the merits of fitness regimes such as jogging, followed by a thirst-quenching glass of iced tea, released through North American Precise "Good Psychology" series.

#### RADIO

Reba and Bonnie Churchill are offering a flyer with various hot and iced tea beverages to the listeners of their syndicated Westinghouse radio show.

#### MISCELLANEOUS

Black & white photos of hot and iced tea sent to YOUR HEALTH magazine in West Palm Beach to illustrate an article on tea they are running.

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 April, 1985

Date: April 26, 1985

NEWSPAPER RELEASES

Four black & white releases of iced tea shown with various summer-style foods sent to metropolitan newspapers across the country for early summer use.

RADIO

Radio recording giving hints for successful outdoor barbecue cooking and directions for making perfect iced tea released through Joe Ziehl's "Around the House" series.

To: Don Wiederecht

Copy to:

From: Beryl Walter

File:

Subject: Consumer Publicity Report for the month of May, 1985

Date:

NEWSPAPER RELEASES

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

IN THE WORKS

Planning underway for a cooperative color mat release in the fall featuring a hot spiced tea drink and a cold alcoholic tea punch plus broilers and canned pears. Photograph to be taken at end of June and release planned for August.

Planning underway for another cooperative color mat release with the Rice-a-Roni company. Page will feature turkey "left-overs" and both hot and cold tea with flavor variations. To be released prior to the holiday season.

Four black and white photos (2 iced, 2 hot) being planned for release for late summer and early fall use.

*BW*

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 June, 1985

Date: June 28, 1985

RADIO

Radio recording giving hints on beating summer's heat and suggesting iced tea as the ideal summertime beverage released through Joe Ziehl's "Around the House" series--for July use.

IN THE WORKS (as listed in May report)

Photographs for the Rice-a-Roni tie-in featuring "left-overs" holiday recipes and both hot and iced tea have been taken; copy is now being prepared.

Photographs for fall cooperative color feature with National Broiler Council Pacific Coast Canned Pears have been taken, copy is now being prepared

Recipes for four black & white releases planned for late summer distribution are being tested and readied for photography in July.

1985  
NEWS VIDEOTAPE PROGRAM  
FINAL REPORT

Three videotapes were produced on behalf of the Tea Council in 1984, two with prominent tennis players, Barbara Potter and Kathy Jordan, the third with Leigh Welles, the exercise and diet expert.

This Final Report is being made at this time because Leigh Welles' tape was requested and continued to be broadcast well into the first quarter of 1985.

All three were received enthusiastically by TV stations. The Potter tape played on 97 stations with an audience of more than 5,000,000, the Jordan videotape played on 101 stations with an audience of 5,200,000, and the Welles video played on 73 stations with an audience of more than 3,000,000.

Although the Potter and Jordan videotapes played on more stations with larger audiences, the Welles tape ran five minutes in length and therefore permitted more extensive references to tea. The first two tapes were aired on news programs, the Welles tape on talk shows.

In all, then, the three tapes -- all of which featured tea as the ideal drink for exercise, liquid replacement and weight control -- played on a total of 271 television stations with a combined audience of 15,332,000, an impressive total.

Michael L. Friedman  
DWJ Associates  
June 19, 1985

INTERNAL SECURITY SECTION  
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CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WFRN	JOLIET	IL	3	IND	PA	60,000
2 WFLD	CHICAGO	IL	3	IND	DT	219,000
3 KBHK	SAN FRANCISCO	CA	5	IND	EN	31,000
4 KDOL	OAKLAND	CA	5	IND	EN	13,000
5 KDTV	SAN FRANCISCO	CA	5	IND	SD	199,000
6 KFTY	SANTA ROSA	CA	5	IND	SD	3,000
7 WGFR	DETROIT	MI	7	IND	EN	36,000
8 KUHT	HOUSTON	TX	10	PBS	SD	32,000
9 WLRN	MIAMI	FL	13	PBS	EF	138,000
10 WFLG	MIAMI	FL	13	ABC	SD	192,000
11 KCPQ	TACOMA	WA	15	IND	SD	79,000
12 CNN	ATLANTA	GA	16	CNS	SD	250,000
13 WTVT	TAMPA	FL	17	CBS	SD	232,000
14 KNLC	ST. LOUIS	MO	18	IND	EN	11,000
15 WBFF	BALTIMORE	MD	21	IND	EN	51,000
16 WTNH	NEW HAVEN	CT	22	ABC	SD	79,000
17 WVIT	W. HARTFORD	CT	22	NBC	SD	39,000
18 KPDX	PORTLAND	OR	23	IND	EN	5,000
19 WHKY	HICKORY	NC	32	IND	DN	10,000
20 WHKY	HICKORY	NC	32	IND	EN	50,000
21 WKBW	BUFFALO	NY	33	ABC	SD	220,000
22 WKFT	FAYETTEVILLE	NC	37	IND	SD	2,000
23 WPTF	RALEIGH	NC	37	NBC	DN	5,000
24 KSAT	SAN ANTONIO	TX	45	ABC	DT	34,000
25 WDTN	DAYTON	OH	49	ABC	SD	102,000
26 WXII	WINSTON SALEM	NC	50	NBC	EN	145,000
27 WDAU	SCRANTON	PA	52	CBS	SD	69,000
28 WDAU	SCRANTON	PA	52	CBS	WN	38,000
29 KSLA	SHREVEPORT	LA	54	CBS	SD	161,000
30 KWCH	HUTCHINSON	KS	58	CBS	SD	70,000
31 WPTV	W. PALM BEACH	FL	63	NBC	DT	74,000
32 KCCI	DES MOINES	IA	67	CBS	DN	42,000
33 KDUB	DUBUQUE	IA	76	ABC	SD	11,000
34 KGAN	CEDAR RAPIDS	IA	76	CBS	MT	14,000
35 ACSN	LEXINGTON	KY	77	CBL	EN	40,000
36 WKYT	LEXINGTON	KY	77	CBS	SD	111,000
37 WJTV	JACKSON	MS	84	CBS	SD	84,000
38 KHGI	KEARNEY	NE	89	ABC	EN	45,000
39 KHGI	KEARNEY	NE	89	ABC	WN	43,000
40 WCCT	W. COLUMBIA	SC	90	IND	EN	80,000
41 WRBT	BATON ROUGE	LA	91	NBC	SD	18,000
42 WOWL	FLORENCE	AL	92	NBC	SD	10,000
43 KELO	SIOUX FALLS	SD	94	CBS	SD	24,000
44 KBTX	BRYAN	TX	97	CBS	SD	5,000
45 KNCT	KILLEEN	TX	97	PBS	DT	10,000
46 WITN	WASHINGTON	NC	98	NBC	MT	24,000
47 WNCT	GREENVILLE	NC	98	CBS	SD	35,000
48 KLAS	LAS VEGAS	NV	102	CBS	DT	16,000
49 WJBF	AUGUSTA	GA	103	ABC	SD	119,000
50 WRDW	N. AUGUSTA	SC	103	CBS	DT	42,000

## TC59 - BARBARA POTTER VIDEOTAPE - FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE	
51	KDBC	EL PASO	TX	104	CBS	SD	63,000
52	KVIA	EL PASO	TX	104	ABC	SD	31,000
53	KRDO	COLORADO SPRINGS	CO	105	ABC	SD	47,000
54	WTOG	SAVANNAH	GA	107	CBS	SD	132,000
55	WCIV	CHARLESTON	SC	111	NBC	SD	53,000
56	WRBL	COLUMBUS	GA	113	CBS	DT	41,000
57	WSWS	OPELIKA	AL	113	IND	EN	10,000
57	WSWS	OPELIKA	AL	113	IND	SD	10,000
59	KNOE	MONROE	LA	114	CBS	DN	55,000
60	KNOE	MONROE	LA	114	CBS	SD	123,000
61	KMCC	CLOVIS	NM	115	ABC	SD	4,000
62	KIII	CORPUS CHRISTI	TX	125	ABC	SD	79,000
63	WBAK	TERRE HAUTE	IN	127	ABC	DT	1,000
64	WTHI	TERRE HAUTE	IN	127	CBS	DN	47,000
65	WVUT	VINCENNES	IN	127	PBS	SD	3,000
66	KLBK	LUBBOCK	TX	131	CBS	DN	27,000
67	KRCR	REDDING	CA	138	ABC	SD	59,000
68	KCBJ	COLUMBIA	MO	141	NBC	SD	14,000
69	KXMB	BISMARCK	ND	142	CBS	DT	15,000
70	KXMC	MINOT	ND	142	CBS	DN	12,000
71	WPDE	FLORENCE	SC	149	ABC	DT	11,000
72	WPDE	FLORENCE	SC	149	ABC	SD	56,000
73	WECT	WILMINGTON	NC	151	NBC	DN	23,000
74	WWAY	WILMINGTON	NC	151	ABC	DN	19,000
75	WWAY	WILMINGTON	NC	151	ABC	DT	19,000
76	WWAY	WILMINGTON	NC	151	ABC	SD	42,000
77	KOBI	MEDFORD	OR	154	ABC	EN	31,000
78	WUTR	UTICA	NY	158	ABC	EN	23,000
79	WTVY	DOTHAN	AL	160	CBS	DT	33,000
80	KOTA	RAPID CITY	SD	161	NBC	DT	16,000
81	WDTV	BRIDGEPORT	WV	162	CBS	SD	25,000
82	KALB	ALEXANDRIA	LA	163	NBC	DT	22,000
83	WBOC	SALISBURY	MD	165	CBS	DT	23,000
84	WWNY	WATERTOWN	NY	167	CBS	SD	54,000
85	KYUS	MILES CITY	MT	169	NBC	EN	20,000
86	WTOK	MERIDIAN	MS	171	ABC	DT	22,000
87	WTOK	MERIDIAN	MS	171	ABC	EN	56,000
88	KIMD	ANCHORAGE	AK	172	ABC	SD	12,000
89	KXII	SHERMAN	TX	172	CBS	SD	65,000
90	KAIT	JONESBORO	AR	173	ABC	SD	59,000

91	WMBB	PANAMA CITY	FL	175	ABC	SD	21,000
92	WTLW	LIMA	OH	193	IND	EN	21,000
93	WHIZ	ZANESVILLE	OH	199	NBC	SD	17,000
94	WAGM	PRESQUE ISLE	ME	200	CBS	SO	22,000
95	KVCT	VICTORIA	TX	202	ABC	EN	6,000
96	KTVO	KIRKSVILLE	MO	204	ABC	SD	29,000
97	KNOP	N. PLATTE	NE	207	NBC	EN	16,000
=====							5,011,000

## KATHY JORDAN VIDEOTAPE FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WFLD	CHICAGO	IL	3	IND	DT	219,000
2 WPVI	PHILADELPHIA	PA	4	ABC	SD	174,000
3 KDOL	OAKLAND	CA	5	IND	EN	13,000
4 KDOL	OAKLAND	CA	5	IND	SD	13,000
5 KDTV	SAN FRANCISCO	CA	5	IND	SD	199,000
6 KFTY	SANTA ROSA	CA	5	IND	SD	3,000
7 WGPR	DETROIT	MI	7	IND	EN	36,000
8 WOAC	CANTON	OH	11	IND	SD	1,000
9 WLRN	MIAMI	FL	13	PBS	SD	138,000
10 CNN	ATLANTA	GA	16	CNS	SD	250,000
11 WTVT	TAMPA	FL	17	CBS	SD	232,000
12 KNLC	ST. LOUIS	MO	18	IND	EN	11,000
13 WBFF	BALTIMORE	MD	21	IND	SD	51,000
14 WMPB	OWINGS MILLS	MD	21	PBS	PA	1,000
15 WTIC	HARTFORD	CT	22	IND	EN	2,000
16 WTNH	NEW HAVEN	CT	22	ABC	SD	79,000
17 WVIT	W. HARTFORD	CT	22	NBC	SD	39,000
18 WTTV	INDIANAPOLIS	IN	24	IND	SD	110,000
19 KTVK	PHOENIX	AZ	25	ABC	SD	72,000
20 WTMJ	MILWAUKEE	WI	29	NBC	SD	199,000
21 WFTV	ORLANDO	FL	30	ABC	SD	103,000
22 WKBW	BUFFALO	NY	33	ABC	SD	220,000
23 WKFT	FAYETTEVILLE	NC	37	IND	SD	2,000
24 KOCO	OKLAHOMA CITY	OK	40	ABC	SD	93,000
25 KBYU	PROVO	UT	42	PBS	EN	2,000
26 WOWK	HUNTINGTON	WV	43	ABC	SD	110,000
27 WTSF	ASHLAND	KY	43	IND	SD	12,000
28 KSAT	SAN ANTONIO	TX	45	ABC	DT	34,000
29 WTKR	NORFOLK	VA	47	CBS	DN	91,000
30 WLXI	GREENSBORO	NC	50	IND	SD	34,000
31 KATV	LITTLE ROCK	AR	53	ABC	WN	161,000
32 WXEX	RICHMOND	VA	57	ABC	DT	19,000
33 KWCH	HUTCHINSON	KS	58	CBS	EN	70,000
34 KWCH	HUTCHINSON	KS	58	CBS	SD	70,000
35 KOB	ALBUQUERQUE	NM	62	NBC	PM	48,000
36 PALM	GREENACRES CITY	FL	63	IND	EN	5,000
37 WSIU	CARBONDALE	IL	72	PBS	SD	6,000
38 WCIA	CHAMPAIGN	IL	73	CBS	SD	50,000
39 KCWT	WENATCHEE	WA	74	IND	SD	2,000
40 KGAN	CEDAR RAPIDS	IA	76	CBS	MT	14,000
41 WLEX	LEXINGTON	KY	77	NBC	SD	71,000
42 WTAJ	ALTOONA	PA	80	CBS	DT	69,000
43 WTAJ	ALTOONA	PA	80	CBS	WN	70,000
44 WJTV	JACKSON	MS	84	CBS	SD	84,000
45 KHGI	KEARNEY	NE	89	ABC	EN	45,000
46 WAAY	HUNTSVILLE	AL	92	ABC	SD	99,000
47 WITN	WASHINGTON	NC	98	NBC	MT	24,000
48 WDAY	FARGO	ND	101	ABC	DN	19,000
49 KLAS	LAS VEGAS	NV	102	CBS	SD	59,000
50 WJBF	AUGUSTA	GA	103	ABC	SD	119,000

## KATHY JORDAN VIDEOTAPE FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 WRDW	N. AUGUSTA	SC	103	CBS	DT	42,000
52 KVIA	EL PASO	TX	104	ABC	SD	31,000
53 KRDO	COLORADO SPRINGS	CO	105	ABC	SD	47,000
54 WJCL	SAVANNAH	GA	107	NBC	SD	24,000
55 KATC	LAFAYETTE	LA	109	ABC	DT	33,000
56 WINK	FT. MYERS	FL	112	CBS	SD	118,000
57 WWSW	OPELIKA	AL	113	IND	SD	10,000
58 KNOE	MONROE	LA	114	CBS	SD	123,000
59 KMCC	CLOVIS	NM	115	ABC	SD	4,000
60 KGBT	HARLINGEN	TX	121	CBS	DN	29,000
61 KEPR	PASCO	WA	122	CBS	EN	15,000
62 KIII	CORPUS CHRISTI	TX	125	ABC	EN	79,000
63 KIII	CORPUS CHRISTI	TX	125	ABC	SD	79,000
64 KRIS	CORPUS CHRISTI	TX	125	NBC	SD	38,000
65 WBAK	TERRE HAUTE	IN	127	ABC	EN	26,000
66 WSKG	BINGHAMTON	NY	134	FBS	SD	6,000
67 KRCR	REDDING	CA	138	ABC	DT	10,000
68 WDAY	DAK HILL	WV	143	ABC	DN	26,000
69 KOSA	ODESSA	TX	144	CBS	DT	20,000
70 KPOM	FT. SMITH	AR	148	NBC	SD	21,000
71 KTVP	FAYETTEVILLE	AR	148	ABC	SD	2,000
72 WGSE	MYRTLE BEACH	SC	149	IND	EN	3,000
73 WFDE	FLORENCE	SC	149	ABC	SD	56,000
74 WECT	WILMINGTON	NC	151	NBC	DT	36,000
75 WWAY	WILMINGTON	NC	151	ABC	SD	42,000
76 KCFW	KALISPELL	MT	153	NBC	EN	29,000
77 KECI	MISSOULA	MT	153	NBC	SD	18,000
78 WVII	BANGOR	ME	156	ABC	EN	15,000
79 WVII	BANGOR	ME	156	ABC	SD	15,000
80 KPVI	POCATELLO	ID	157	ABC	SD	12,000
81 KOTA	RAPID CITY	SD	161	NBC	EN	39,000
82 WDTV	BRIDGEPORT	WV	162	CBS	SD	25,000
83 WENY	ELMIRA	NY	165	ABC	EN	11,000
84 WBOC	SALISBURY	MD	166	CBS	EN	54,000
85 WWNY	WATERTOWN	NY	167	CBS	SD	54,000
86 KPLC	LAKE CHARLES	LA	168	NBC	SD	73,000
87 WTKO	MERIDIAN	MS	171	ABC	DT	22,000
88 WTKO	MERIDIAN	MS	171	ABC	EN	56,000
89 KTEN	ADA	OK	172	ABC	DN	10,000
90 KTEN	ADA	OK	172	ABC	SD	12,000
91 KECY	EL CENTRO	CA	177	ABC	SD	5,000
92 KXWY	CASPER	WY	180	CBS	EN	13,000
93 KVIQ	EUREKA	CA	181	ABC	SD	13,000
94 KSTF	SCOTTS BLUFF	NE	189	ABC	EN	54,000
95 WTLW	LIMA	OH	193	IND	EN	21,000
96 WHIZ	ZANESVILLE	OH	199	NBC	SD	17,000
97 KTVO	KIRKSVILLE	MO	204	ABC	SD	29,000
98 KNOP	N. PLATTE	NE	207	NBC	EN	16,000
99 WBKB	ALPENA	MI	208	CBS	DT	7,000
100 KIMO	ANCHORAGE	AK	214	ABC	SD	12,000

1  
KATHY JORDAN VIDEOTAPE FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
101 KTBY	ANCHORAGE	AK	214	IND	EN	1,000
=====						5,200,000

## LEIGH WELLES VIDEOTAPE FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WFLD	CHICAGO	IL	3	IND	DT	219,000
2 WKBD	SOUTHFIELD	MI	7	IND	BF	239,000
3 WTTG	WASHINGTON	DC	8	IND	MT	101,000
4 KRIV	HOUSTON	TX	10	IND	WT	114,000
5 WLRN	MIAMI	FL	13	PBS	DN	138,000
6 KSTP	ST. PAUL	MN	14	ABC	DN	58,000
7 KSTP	ST. PAUL	MN	14	ABC	DT	58,000
8 WXLT	SARASOTA	FL	17	ABC	EN	197,000
9 WBFF	BALTIMORE	MD	21	IND	EN	51,000
10 WSMV	NASHVILLE	TN	31	NBC	DT	105,000
11 WGGG	GREENVILLE	SC	36	IND	DT	11,000
12 WCHS	CHARLESTON	WV	43	CBS	DN	48,000
13 WVEC	HAMPTON	VA	47	ABC	DT	38,000
14 WWBT	RICHMOND	VA	57	NBC	WN	83,000
15 PALM	GREENACRES CITY	FL	63	IND	EN	5,000
16 WJKS	JACKSONVILLE	FL	64	NBC	DT	20,000
17 KCCI	DES MOINES	IA	67	CBS	DN	42,000
18 WOI	AMES	IA	67	ABC	PA	71,000
19 WSLS	ROANOKE	VA	68	NBC	DN	35,000
20 WSIU	CARBONDALE	IL	72	PBS	DN	6,000
21 KHQ	SPOKANE	WA	74	NBC	PA	88,000
22 WOC	DAVENPORT	IA	75	NBC	DN	28,000
23 WJAC	JOHNSTOWN	PA	80	NBC	DN	38,000
24 WTAJ	ALTOONA	PA	80	CBS	DT	69,000
25 WSBT	SOUTH BEND	IN	81	CBS	DT	25,000
26 KVUE	AUSTIN	TX	82	ABC	DN	13,000
27 KVUE	AUSTIN	TX	82	ABC	DT	11,000
28 KVOA	TUCSON	AZ	85	NBC	DT	27,000
29 KHGI	KEARNEY	NE	89	ABC	EN	45,000
30 KOLN	LINCOLN	NE	89	CBS	MT	23,000
31 WOLO	COLUMBIA	SC	90	ABC	DT	17,000
32 WBRZ	BATON ROUGE	LA	91	ABC	DT	40,000
33 WHNT	HUNTSVILLE	AL	92	CBS	DN	48,000
34 WHNT	HUNTSVILLE	AL	92	CBS	MT	48,000
35 KCEN	WACO	TX	97	ABC	WN	48,000
36 WITN	WASHINGTON	NC	98	NBC	DT	24,000
37 KLAS	LAS VEGAS	NV	102	CBS	EN	59,000
38 WRDW	N. AUGUSTA	SC	103	CBS	DT	42,000
39 KCIK	EL PASO	TX	104	IND	EF	12,000
40 KATC	LAFAYETTE	LA	109	ABC	DT	33,000
41 WRBL	COLUMBUS	GA	113	CBS	DT	41,000
42 WXTX	COLUMBUS	GA	113	IND	DN	5,000
43 WCOV	MONTGOMERY	AL	119	CBS	DN	9,000
44 WKAB	MONTGOMERY	AL	119	ABC	PA	33,000
45 WBAK	TERRE HAUTE	IN	127	ABC	DT	17,000
46 WCTV	TALLAHASSEE	FL	128	CBS	DN	71,000
47 WWTW	CADILLAC	MI	133	CBS	EN	25,000
48 KBCI	BOISE	ID	137	CBS	DN	11,000
49 KROR	REDDING	CA	138	ABC	DT	10,000
50 KXMB	BISMARCK	ND	142	CBS	DN	15,000

LEIGH WELLES VIDEOTAPE FINAL USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KMID	MIDLAND	TX	144	ABC	DN	16,000
52 KOSA	ODESSA	TX	144	CBS	DT	20,000
53 WALB	ALBANY	GA	150	NBC	DN	121,000
54 WALB	ALBANY	GA	150	NBC	MT	55,000
55 WECT	WILMINGTON	NC	151	NBC	DN	23,000
56 KCFW	KALISPELL	MT	153	NBC	DT	10,000
57 KXLF	BUTTE	MT	153	ABC	DT	11,000
58 KRBC	ABILENE	TX	155	NBC	DT	29,000
59 KIDK	IDAHO FALLS	ID	157	CBS	DN	24,000
60 WKTU	UTICA	NY	158	NBC	DT	11,000
61 WTVY	DOTHAN	AL	160	CBS	DT	33,000
62 KOTA	RAPID CITY	SD	161	NBC	DT	16,000
63 WDTV	BRIDGEPORT	WV	162	CBS	DN	17,000
64 KFPC	LAKE CHARLES	LA	168	NBC	DT	29,000
65 KULR	BILLINGS	MT	169	ABC	DN	8,000
66 WTKR	MERIDIAN	MS	171	ABC	DT	22,000
67 KTEN	ADA	OK	172	ABC	DN	10,000
68 WJHG	PANAMA CITY	FL	175	NBC	DT	9,000
69 KYEL	YUMA	AZ	177	NBC	DN	6,000
70 KXWY	CASPER	WY	180	CBS	EN	13,000
71 WCFT	TUSCALOOSA	AL	188	CBS	DN	9,000
72 KLST	SAN ANGELO	TX	195	CBS	DT	19,000
73 WBKB	ALPENA	MI	208	CBS	DT	7,000

=====  
 3,132,000

1985  
NEWS VIDEOTAPE PROGRAM  
INTERIM REPORT

There are three videotapes scheduled for release in 1985: Terry Kennedy of the National League Champion San Diego Padres baseball club (later this month), Barry Switzer, coach of the University of Oklahoma football team (in August), and Judith Olney, food and beverage writer and entertainment expert (in October).

Kennedy and Switzer will both feature iced tea as the natural All-American exercise drink for liquid replacement, and Olney will concentrate on hot tea and the preparation of afternoon tea for entertaining at home.

Since all three personalities are well known in their respective fields and are warm and articulate people, it is expected that their tapes will achieve the same, impressive results as the Tea Council Videotape Program has in the past.

Michael L. Friedman  
DWJ Associates  
June 19, 1985

INTERNAL SECURITY  
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1985  
LEIGH WELLES  
TEA, DIET & EXERCISE  
INTERIM REPORT

Leigh Welles, now in her fourth year of making media appearances on behalf of the Tea Council, has already completed six cities:

Atlanta	New Orleans
Greenville	Houston
Birmingham	Dallas

Her reception has been stronger than ever, as women continue to embrace her message of diet, exercise, quality and self-esteem. Though Ms. Welles herself is in her early 50's, her message is enthusiastically received by, for example, TV talk show hostesses, usually in their 20's and 30's, who represent their audiences.

In those six cities Ms. Welles, performed six TV interviews totalling fifty minutes, 12 radio interviews totalling 330 minutes and eight newspaper interviews.

To conclude, and to quote the person who travels with Ms. Welles, "Leigh's tea message is better and more persuasive than ever. She never fails to work it in smoothly and make it an integral part of what has become a topical and interesting story. She also insists on serving tea to her interviewers on camera."

Michael L. Friedman  
DWJ Associates  
June 19, 1985

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1985  
FOOTBALL COACHES TOUR  
INTERIM REPORT

The 1985 coaches tour was expanded to 20 cities (from eight), and to accomplish that goal three prominent, active coaches were added. However, like the three retired coaches they join, the new coaches' trip will also be made in July and August to take advantage of the hot weather (iced tea) story and the proximity of the football season.

The coaches and athletic directors for 1985 are:

Jack Bicknell - Boston College  
Joe Morrison - University of South Carolina  
Maxie Baughn - Cornell University  
Bob Blackman - Cornell University (retired)  
Dave Nelson - University of Delaware

Once again, the tour will stress hot tea as the training table beverage choice of America's college football players and iced tea as the ideal liquid replacement during hot weather exercise.

Michael L. Friedman  
DWJ Associates  
June 19, 1985

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1985  
KATHRINE SWITZER RUNNING PROGRAM  
INTERIM REPORT

Kathrine Switzer graduated from pilot program to Tea Council regular in 1985. Scheduled to visit ten cities this year, Kathrine has begun her tour with excellent performances in two cities--Rochester and Buffalo--where she appeared on five TV stations for a total of 25 minutes and three radio stations for a total of 60 minutes. She will visit the balance of her cities, including Pittsburgh, Chicago and St. Louis, beginning July.

Since becoming a regular TV commentator of major running events, Kathy has become even more "bookable." It's possible now to send her to virtually every market where her story of women's fitness and accomplishment will be assured a good reception.

Kathy speaks from experience when she says in her media appearances, "Believe me, marathoning...any kind of running, is thirsty work. You have to drink before, during and after, not only for comfort but for health. I drink cold, unsweetened tea before, during and after a run. It quenches my thirst and tastes good. Nearly as important, it's all natural, with no calories, and it doesn't have sugar or carbonation...ideal for runners."

Michael L. Friedman  
DWJ Associates  
June 19, 1985

1985  
DR. GABE MIRKIN SPORTS MEDICINE TOUR  
INTERIM REPORT

Dr. Gabe Mirkin, one of the leading U.S. authorities on sports medicine, has also moved from pilot program to a Tea Council regular. He has completed two of his scheduled ten cities in 1985, Nashville and Memphis, in which he did three TV interviews totalling 18 minutes, two radio interviews totalling 120 minutes and one newspaper interview.

To quote "Dr. Sport's" message: "In hot weather, dehydration is a serious problem. It can lead to heat stroke...to guard against it runners and other athletes must take fluid -- iced tea and water are best -- just before and every fifteen minutes during a workout. Drinks with sugar are not good. Iced tea is because it's thirst quenching, doesn't cause "cotton mouth" and contains less than 2.5% sugar."

Dr. Mirkin will complete his other eight cities, including Hartford and Portland, this summer and fall.

Michael L. Friedman  
DWJ Associates  
June 19, 1985

1985  
JUDITH OLNEY "AFTERNOON TEA AT HOME"  
INTERIM REPORT

A new pilot program for 1985, featuring well-known food and beverage cookbook and entertainment writer Judith Olney, began with visits to Seattle, Portland and San Francisco. Ms. Olney will visit 10 cities in all, including Boston, Philadelphia, Washington, D.C., Houston, Dallas, Kansas City and Atlanta.

Judith's story is the resurgence of afternoon tea in upscale hotels and restaurants and the ease, elegance and the quality lifestyle attendant to preparing afternoon tea at home.

Ms. Olney was extremely well received in the first three cities she visited last week and did six TV interviews totalling 31 minutes, three radio interviews totalling 63 minutes and three newspaper interviews.

Ms. Olney will serve hot tea on the TV studio set and invite her hostess to join her in a moment of relaxation amidst a hectic schedule. Judith stresses that afternoon tea, at home, need not be fancy or time consuming to be wonderful, and is truly a food and beverage idea whose time has come.

Michael L. Friedman  
DWJ Associates  
June 19, 1985

1985  
TEA AMBASSADOR TOUR  
INTERIM REPORT

In addition to his usual lengthy television interviews and extensive newspaper articles, Aubrey Franklin in this, his 11th year as Tea Ambassador, has continued to conduct Tea Seminars at which foodservice operators from area hotels and restaurants have been invited.

His Tea Seminars cover proper brewing techniques for hot and iced tea, and demonstrate the long-range advantage of serving quality, branded tea as a way of insuring return business for a high profit item.

Franklin has visited 14 of his 20 markets designated for 1985 and has generated more than 2-3/4 hours (145 minutes) of TV interview time on 14 news and feature programs. He has maintained his high average of almost 10 1/2 minutes per interview while producing six major stories in daily newspapers, as well. His well-received serio-comic approach in these interviews continues to highlight brewing methods and the desirability of drinking the branded teas over the "no-name" teas ("nobody's teas" as he phrases it).

The Tea Ambassador, who will complete the last six markets of his tour late in the summer, continues to be a media favorite and a formidable tea "salesman."

June 19, 1985

Asoka Buta  
President  
CBC International  
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INTERNAL SECURITY  
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TEA COUNCIL OF THE U.S.A., INC.

REPORT OF THE TREASURER

FOR THE SIX MONTHS ENDED JUNE 30, 1985

	<u>ACTUAL TO</u> <u>6/30/85</u>	<u>BUDGET TO</u> <u>6/30/85</u>	<u>1985 ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$785,283</u>	<u>\$785,283</u>	<u>\$ 785,283</u>
<u>RECEIPTS:</u>			
U.S.A. Trade Contributions	241,145	209,557	420,000
Producing Countries' Contributions	101,637	204,468	408,936
Overseas Observer Contributions	-	-	-
Interest	<u>30,740</u>	<u>22,500</u>	<u>45,000</u>
TOTAL RECEIPTS	<u>\$373,522</u>	<u>\$436,525</u>	<u>\$ 873,936</u>
<u>EXPENDITURES:</u>			
Tea Council Activities			
Approved	\$426,317	\$483,850	\$ 977,350
Under Consideration	-	-	31,869
TOTAL EXPENDITURES	<u>\$426,317</u>	<u>\$483,850</u>	<u>\$1,009,219</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$732,488</u>	<u>\$737,958</u>	<u>\$ 650,000</u>

<u>Tea Council Administrative</u>	<u>ACTUAL TO 6/30/85</u>	<u>BUDGET TO 6/30/85</u>	<u>1985 ANNUAL BUDGET</u>
101 Salaries	\$ 96,828	\$ 96,900	\$ 193,800
105 Employees' Pension, Taxes & Ins.	25,291	25,500	51,000
110 Travel & Expense	3,569	5,000	11,000
115 Office Supplies & Expense	12,856	13,000	23,000
120 Rent & Maintenance	43,131	44,000	98,000
125 Furniture & Equipment	352	1,000	2,000
130 Insurance & Sundry Expenses	7,605	7,500	15,000
132 Legal & Accounting Fees	7,309	7,600	17,500
135 Exhibits & Presentations	776	1,000	3,000
140 Misc. Devel. of Ideas, Sketches, Etc.	-	-	2,000
150 Tea Convention	-	1,000	39,500
201-435 Council Projects	256,800	309,550	577,950
Gross	454,517	512,050	1,033,750
501 Less Fee Paid by Tea Assn.	<u>(28,200)</u>	<u>(28,200)</u>	<u>(56,400)</u>
Net	<u>\$426,317</u>	<u>\$483,850</u>	<u>\$ 977,350</u>

<u>Consumer Publicity Projects</u>	<u>ACTUAL TO 6/30/85</u>	<u>BUDGET TO 6/30/85</u>	<u>1985 ANNUAL BUDGET</u>
201 Salaries	\$21,492	\$30,500	\$ 61,000
210 Pension, Taxes & Insurance	3,600	5,750	11,750
212 Travel & Expense	466	1,500	3,000
215 Special Services	2,007	2,100	4,200
220 Publications	195	1,000	12,000
225 Photographs	5,430	5,500	10,500
230 Clippings, Radio & TV Reports	1,962	2,200	4,500
235 Publicity Mailings & Materials	14,820	17,500	35,000
240 TV & Radio Publicity	1,900	3,000	6,000
250 Speakers' Bureau	2,938	3,000	5,500
255 "Two Leaves & A Bud" Filmstrip	<u>-</u>	<u>-</u>	<u>5,000</u>
Total	<u>\$54,810</u>	<u>\$72,050</u>	<u>\$158,450</u>

<u>Special Projects - Sports</u>	<u>ACTUAL TO 6/30/85</u>	<u>BUDGET TO 6/30/85</u>	<u>1985 ANNUAL BUDGET</u>
301 Coaches' Tour	\$ 7,263	\$ 10,000	\$ 60,000
320 Physical Fitness Booklet & Dist.	2,344	3,000	15,000
330 TV Sports Videotapes (2)	33,000	33,000	33,000
345 Sports Medicine Program (Mirkin)	8,352	10,000	40,000
350 Running Program (Switzer)	<u>10,141</u>	<u>20,000</u>	<u>40,000</u>
Total	<u>\$ 61,100</u>	<u>\$ 76,000</u>	<u>\$188,000</u>

Other Projects

401 Tea Trade Journal Ads & Ukers'	\$ -	\$ -	\$ 4,000
415 Foodservice Campaign	24,300	25,000	50,000
425 Tea Ambassador Tour (Franklin)	60,000	60,000	60,000
430 Tea, Diet & Exercise Tour (Welles)	24,316	30,000	60,000
450 Afternoon Tea Nouvelle (Olney)	15,774	20,000	40,000
455 Tea Nouvelle Videotape	16,500	16,500	16,500
460 Tea Assn. "Tea World" Magazine	<u>-</u>	<u>-</u>	<u>1,000</u>
Total	<u>\$140,890</u>	<u>\$161,500</u>	<u>\$231,500</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

7/25/85

Date

Donald A. Wiederecht

Please type or print name of signatory on the line above

Executive Director

Title

RECEIVED  
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CRIMINAL DIVISION

AUG 2 3 26 PM '85

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