

For Six Month Period Ending December 31, 1988
(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, NY 10169

I—REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- | | | |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

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

NOT APPLICABLE.

89 JAN 30 11:15
DEPT. OF JUSTICE
RECEIVED

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
John G. Edwards	Director	(deceased)	7/27/88
Edward O'Leary	Director		9/26/88
Hubert M. Tibbetts	Director	(retired)	9/26/88

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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SEE ATTACHMENT MARKED "A"

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

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

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name of foreign principal

Date of Termination

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

If yes, furnish following information:

Name and address of foreign principal

Date acquired

Asociacion De Productores De Te De Misiones
Misiones, Argentina

7/1/88

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

Tea Board, India

Sri Lanka Tea Board

Republic of Indonesia

The Tea Board of Kenya

The Tanzania Tea Authority

Aspitarte y CIA (Argentina)

Casa Fuentes S.A.C.I.F.I. (Argentina)

The People's Republic of Bangladesh

Establecimiento Las Marias, S.A. (Argentina)

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) Publicity Reports - July - December, 1988.
- b) W. Congalton Speaking Engagements - July - December, 1988.
- c) Tea and Fitness With Kathrine Switzer - Final Report.
- d) College Coaches' Tea & Fitness Tour - Final Report.
- e) Tea Videos - Interim Report.
- f) Tea Ambassador Tour - Final Report.

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes No

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

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

If yes, describe fully.

SEE INFORMATION IN ITEM 11.

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

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 "A", "REPORT OF THE TREASURER FOR THE ELEVEN MONTHS ENDED NOVEMBER 30, 1988."

* THE YEAR-END REPORT, WHICH IS THE AUDIT REPORT, WILL NOT BE READY UNTIL ABOUT MARCH, 1989.

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 SEE ATTACHED.

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

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

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes No

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

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

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

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

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Donald A. Wiederecht

Donald A. Wiederecht

Executive Director

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

this 25 day of January, 19 89

THEODORE A. CAMMAROTA
NOTARY PUBLIC, State of New York
No. 31-0344550
Qualified in New York County
Commission Expires MAY 31, 1989

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

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

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

To: Donald A. Wiederecht

Copy to:

From: Lillian Hatton

File:

Subject: Publicity Report for the month of July, 1988

Date: 8/1/88

NEWSPAPER RELEASES

Single column mat with cartoon style illustration
"Returning from a vacation".....suggests
that it can be just as hectic as planning
for one. Don't jump into your usual routine
too quickly. Savor the great moments of your
vacation with a refreshing iced tea break.
Released through North American Preci
Syndicates's "Good Psychology" series.

X #

88 JAN 30 AM 1:15

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

To: Donald A. Wiederecht

Copy to:

From: Lillian Hatton

File:

Subject: Publicity Report for the month of October, 1988

Date: 11/1/88

NEWSPAPER RELEASES

Single column mat with cartoon style illustration
"Family entertaining can be easier than you
think".....If you turn to tea you won't have
to worry about providing soft drinks for children
and non-drinkers, stronger stuff for others. Tea
combines well with fruit juices and other flavorings
so can be an excellent base for punch It's easy
to prepare whatever quantity is necessary, and makes
some fascinating combinations. Thus you can have a
relaxed and festive family party. Released through
North American Precis Syndicate's "Good Psychology"
series.

IN THE WORKS

Four black and white photographs for holiday releases
(3 hot and one iced).

LH.

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

To: Donald A. Wiederecht

Copy to:

From: Lillian Hatton

File:

Subject: Publicity Report for the month of November, 1988

Date: 12/1/88

NEWSPAPER RELEASES

Full color page entitled HOLIDAY HOSPITALITY released through Complementary Color Inc., in cooperation with the California Fig Advisory Board. Photograph taken in September.

Four black and white photo releases for holiday use sent to metropolitan dailies. Three hot tea and one iced tea. Photographs taken in October.

Two column mat with photo, featuring tea-based punch garnished with fruit kabobs suitable for holiday entertaining. May be served with or without spirits. Released through Associated Release Service to weeklies and small town dailies.

RADIO

Radio recording released through Joe Ziehl's "Around The House" series. Talks about "Easy Entertaining." The holidays can be hectic, especially if you have to juggle a job and kids. Prepare ahead of time if company is coming. If you are a very busy person keep entertaining simple. Opt for a Sunday afternoon party and serve a punch with simple hors d'oeuvres. Different entertaining could be an "after dinner" tea table with holiday cookies and cakes either purchased or prepared in advance. If you want to do a supper, make it easy on yourself by choosing prepare in advance dishes such as casseroles. A simple dessert can be trifle made from purchased pound cake, frozen fruit and softened ice cream. Serve "Rhine Wine and Tea Punch" as the traditional cup of cheer. A strong tea base, Rhine wine, dry sherry and lemon juice makes up this delightful light punch. Two cups of thinly-sliced, peeled, seeded cucumbers adds a piquant dryness to the beverage which starts out a little on the sweet side. The cucumbers are added just for flavor...they are removed before serving. Use good wine and good tea for the best results.

LH.

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

To: Donald A. Wiederecht

Copy to:

From: Lillian Hatton

File:

Subject: Publicity Report for the month of December, 1988

Date: 1/4/89

NEWSPAPER RELEASES

Single column mat with cartoon illustration "When the weather turns dreary".....a tea party by the fireplace is a good way to brighten things up. Tempting snacks such as cinnamon toast; lightly buttered nut, date or orange bread; individual pastries or iced cakes. Serve with hot, bracing tea and enjoy with good friends. You'll soon forget the gloomy weather. Released through North American Precis Syndicate's "Good Psychology" series.

2 #

JULY 29, 1988

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. Congalton had no Speaking Engagements for the month of July, 1988.

AUGUST 31, 1988

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

Mr. Congalton had no Speaking Engagements for the month of August, 1988.

SEPTEMBER 30, 1988

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
September 8, 1988	Yarmouthport Hospital Aid Association	Yarmouthport, Mass.

OCTOBER 31, 1988

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
October 4, 1988	Chatham Grange Club	S. Chatham, Mass.
October 11, 1988	Worcester Area Club	Dennis, Mass.
October 13, 1988	Barnstable North Branch of the Cape Cod Hospital Aid Association	Barnstable, Mass
October 20, 1988	Wareham Friends of the Elderly.	Wareham, Mass.
October 24, 1988	Our Lady of Victory Men's Club	Centerville, Mass.
October 26, 1988	Eastham Senior Citizens	Eastham, Mass.

NOVEMBER 30, 1988

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
November 3, 1988	Marston Mills Public Library	Marston Mills, Mass.
November 8, 1988	Ladies Guild of Congregational Church	Chatham, Mass.
November 16, 1988	Holy Redeemer Guild	Chatham, Mass.
November 17, 1988	Chatham Council on Aging	Chatham, Mass.
November 22, 1988	Orleans Women's Club	Eastham, Mass.

DECEMBER 30, 1988

SPEAKERS' BUREAU
TEA TASTING DEMONSTRATIONS
MONTHLY REPORT

<u>Date</u>	<u>Organization</u>	<u>Location</u>
December 1, 1988	Sts. Margaret & Mary Guild	Buzzards Bay, MA.
December 13, 1988	D.A.R. Contentment Chapter	Dedham, MA.

Attachment #5931988TEA AND FITNESS WITH KATHRINE SWITZERFINAL REPORT

At this date, Kathrine is in Seoul, South Korea telecasting the Olympic Games. Such is her international reputation, she is broadcasting for New Zealand television as well as American. Prior to her leaving for the Far East, Kathrine completed visits on behalf of the Tea Council to Chattanooga, Knoxville, Louisville, Evansville, Indianapolis and Springfield/Decatur, IL., bringing her total of cities visited in 1988 to 15. This being an Olympic year, Kathrine was in even more demand than usual, and that's saying something.

In these 15 cities she completed 28 television interviews totalling 525 minutes, 45 radio interviews totalling 856 minutes and 13 newspaper interviews.

In addition to the Olympic year, the extreme heat in all sections of the summer assisted Kathrine and her iced tea/liquid replacement message. "The only problem a runner can have," she said "is not drinking enough liquid. I prefer iced tea to water because it tastes great, cuts that "cottonmouth" feeling you get, and is readily absorbed into the bloodstream. I think iced tea is the ideal drink for runners or any athlete."

Kathrine visited several cities in 1988 that she had visited previously for the Tea Council. If anything, the media was more receptive to her story this time than in previous years. Her popularity continues to grow, 21 years after she made front page headlines, the first woman to enter and finish the Boston Marathon.

Michael Friedman
DWJ Associates
September 26, 1988

1988

COLLEGE COACHES' TEA & FITNESS TOUR

FINAL REPORT

Two veteran college football coaches, Dave Nelson, dean of the College of Physical Education at the University of Delaware, and Harry Gamble, president of the Philadelphia Eagles, visited 10 cities on behalf of the Tea Council this summer. Since their trips took place between the end of June and the end of July and there was record-breaking heat in virtually every city they visited, their message fell upon very willing ears...that iced tea is the preferred drink for football players in pre-season, hot weather practice; that the tea tastes good, acts as a gentle stimulant and gives the players a needed lift, and to a lesser extent (due to the heat) that hot tea is and always has been part of the pre-game meal for football players.

Between them Messrs. Nelson and Gamble visited the following cities:

- | | |
|--------------|------------------------|
| Detroit | Dayton |
| Flint | Cleveland |
| Grand Rapids | Greenville/Spartanburg |
| Cincinnati | Columbia |
| Pittsburgh | Charleston |

Between them, Nelson and Gamble completed 18 television interviews, totalling 89 minutes, 23 radio interviews, totalling 738 minutes and 8 newspaper interviews.

The coaches tour remains an effective program after 26 years. The key is a good story, solid spokesmen (Nelson has done it each of the 26 years) and for the past five years going out during the hot weather when liquid replacement is on people's (athletes and non-athletes) minds.

Michael Friedman
DWJ Associates
September 26, 1988

Attachment #5951988TEA VIDEOSINTERIM REPORT

Three distinctively different Tea Council videotaped news releases were completed in 1988. The first featured a Colonial Tea, combined with a contemporary tea, starring Judith Olney. Incorporating quotations from Washington Irving's "The Legend of Sleepy Hollow," in which a high tea is lovingly and appetizingly described, with the immediacy and excitement of a contemporary tea, this tape has proved a hit with stations and viewers and will play throughout the remainder of the year. It features the brewing of hot tea and stresses the importance of selecting quality, branded tea.

Thus far Colonial/Contemporary Tea With Judith Olney has been requested by 58 stations and has been broadcast by 38 stations with a viewing audience of 2,003,000 viewers. Among the stations that have played the tape are WRTV-TV, Indianapolis, KUTV-TV, Salt Lake City and WHBQ-TV, Memphis.

The second tea video, "Meet Me At The Fair," featured a nostalgic look back at the World Exposition at St. Louis in 1904. Incorporating still photographs of that time and interviews with the head of the Missouri Historical Society and an eyewitness observer who attended the Fair as a boy, it is a celebration of the discovery of iced tea and includes the correct way of making iced tea from quality, brewed hot tea. Thus far "Meet Me At The Fair" has been requested by 65 stations and has been broadcast by 19 stations with an audience of 786,000 viewers. It too is an evergreen that will play until the end of the year. Among the stations that have already aired the tape are KRRT-TV, San Antonio, WPTV-TV, West Palm Beach, and WHEC-TV, Rochester.

The final, and to date most successful tape was done with Nolan Ryan, of the Houston Astros, a future Baseball Hall of Famer, and himself an "evergreen," having reached the advanced athletic age of 41. The tape, called "Throwing Heat" and including a ringing endorsement for iced tea, has thus far been requested by 108 stations and been broadcast by 54 stations with an audience of 2,910,000 viewers, including such major stations as KXAS-TV, Ft. Worth, WTHN-TV, New Haven and KTVY-TV and KWTW-TV, Oklahoma City.

Michael Friedman
DWJ Associates
September 26, 1988

TEATIME TRADITION REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WCFC	CHICAGO	IL	3	IND	EN	8,000
2 WTVE	READING	PA	4	IND	EN	5,000
3 WGPR	DETROIT	MI	7	IND	MT	200,000
4 WJBK	SOUTHFIELD	MI	7	CBS	EN	241,000
5 WFAA	DALLAS	TX	8	ABC	DT	155,000
6 WNVC	FALLS CHURCH	VA	9	PBS	EN	5,000
7 WTVT	TAMPA	FL	14	CBS	MT	98,000
8 KSDK	ST. LOUIS	MO	18	NBC	DN	103,000
9 WRTV	INDIANAPOLIS	IN	24	ABC	DN	85,000
10 WTTV	BLOOMINGTON	IN	24	IND	DN	107,000
11 WTTV	BLOOMINGTON	IN	24	IND	EN	129,000
12 WBTW	CHARLOTTE	NC	31	CBS	DT	136,000
13 WHKY	HICKORY	NC	31	IND	EN	50,000
14 WGGT	GREENVILLE	SC	36	IND	DT	11,000
15 KUTV	SALT LAKE CITY	UT	40	NBC	EN	176,000
16 WHBQ	MEMPHIS	TN	41	ABC	DT	106,000
17 KSAT	SAN ANTONIO	TX	42	ABC	DN	76,000
18 WVEC	NORFOLK	VA	43	ABC	DT	51,000
19 WPRI	E. PROVIDENCE	RI	44	ABC	WT	41,000
20 WGAL	LANCASTER	PA	45	NBC	EN	224,000
21 WGCB	RED LION	PA	45	IND	DT	5,000
22 WPMT	YORK	PA	45	IND	DT	5,000
23 WBRC	BIRMINGHAM	AL	49	ABC	EN	294,000
24 WRDQ	BURLINGTON	NC	50	IND	EN	11,000
25 KTHV	LITTLE ROCK	AR	55	CBS	DN	24,000
26 WALA	MOBILE	AL	58	NBC	DT	42,000
27 WEYI	CLIO	MI	59	CBS	EN	33,000
28 KSNW	WICHITA	KS	60	NBC	DT	16,000
29 WHEC	ROCHESTER	NY	72	CBS	DT	49,000
30 WEFC	ROANOKE	VA	73	IND	EN	5,000
31 WLJC	BEATTYVILLE	KY	76	IND	EN	5,000
32 KGAN	CEDAR RAPIDS	IA	78	CBS	EN	93,000
33 KVOA	TUCSON	AZ	83	NBC	DT	27,000
34 WSBT	SOUTH BEND	IN	84	CBS	DT	32,000
35 WHNT	HUNTSVILLE	AL	89	CBS	MT	48,000
36 WTRT	SHEFFIELD	AL	89	IND	EN	5,000
37 WFIE	EVANSVILLE	IN	90	NBC	DN	24,000
38 KNCT	KILLEEN	TX	93	PBS	DT	10,000
39 KWTX	WACO	TX	93	CBS	EN	62,000
40 KELO	SIOUX FALLS	SD	100	CBS	MT	24,000
41 WRDW	N. AUGUSTA	SC	102	CBS	DT	42,000
42 KSMS	MONTEREY	CA	103	IND	EN	8,000
43 WREX	ROCKFORD	IL	114	ABC	EN	7,000
44 WMGT	MACON	GA	135	NBC	EN	7,000
45 KXMB	BISMARCK	ND	146	CBS	EN	41,000
46 KHBS	FORT SMITH	AR	148	ABC	EN	12,000
47 KPOM	FT. SMITH	AR	148	NBC	EN	6,000
48 WUTR	UTICA	NY	158	ABC	EN	13,000
49 WABG	GREENWOOD	MS	168	ABC	DT	18,000
50 WXVT	GREENVILLE	MS	168	CBS	EN	9,000

DWJ
associates

TEATIME TRADITION REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 WWNY	WATERTOWN	NY	169	CBS	EN	26,000
52 KXII	SHERMAN	TX	172	CBS	EN	65,000
53 KCFW	KALISPELL	MT	173	NBC	EN	29,000
54 KESQ	PALM SPRINGS	CA	178	ABC	EN	5,000
55 WJWT	JACKSON	TN	180	IND	EN	1,000
56 KGWC	CASPER	WY	188	CBS	EN	9,000
57 WTLW	LIMA	OH	196	IND	EN	21,000
58 WHIZ	ZANESVILLE	OH	201	NBC	EN	9,000

3,149,000

DWJ
associates

DWJ ASSOCIATES

Sep 16, 1988

TEATIME TRADITION USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WCFC	CHICAGO	IL	3	IND	EN	8,000
2 WTVE	READING	PA	4	IND	EN	5,000
3 WGPR	DETROIT	MI	7	IND	MT	200,000
4 WFAA	DALLAS	TX	8	ABC	DT	155,000
5 WNVC	FALLS CHURCH	VA	9	PBS	EN	5,000
6 WTVT	TAMPA	FL	14	CBS	MT	98,000
7 WRTV	INDIANAPOLIS	IN	24	ABC	DN	85,000
8 WHKY	HICKORY	NC	31	IND	EN	50,000
9 WGGG	GREENVILLE	SC	36	IND	DT	11,000
10 KUTV	SALT LAKE CITY	UT	40	NBC	EN	176,000
11 WHBQ	MEMPHIS	TN	41	ABC	DT	106,000
12 KSAT	SAN ANTONIO	TX	42	ABC	DN	76,000
13 WVEC	NORFOLK	VA	43	ABC	DT	51,000
14 WPRI	E. PROVIDENCE	RI	44	ABC	WT	41,000
15 WGAL	LANCASTER	PA	45	NBC	EN	224,000
16 WGCB	RED LION	PA	45	IND	DT	5,000
17 WBRC	BIRMINGHAM	AL	49	ABC	EN	294,000
18 WRDG	BURLINGTON	NC	50	IND	EN	11,000
19 WALA	MOBILE	AL	58	NBC	DT	42,000
20 WEYI	CLIO	MI	59	CBS	EN	33,000
21 WHEC	ROCHESTER	NY	72	CBS	DT	49,000
22 WEFC	ROANOKE	VA	73	IND	EN	5,000
23 WLJC	BEATTYVILLE	KY	76	IND	EN	5,000
24 KVOA	TUCSON	AZ	83	NBC	DT	27,000
25 WSBT	SOUTH BEND	IN	84	CBS	DT	32,000
26 WTRT	SHEFFIELD	AL	89	IND	EN	5,000
27 KNCT	KILLEEN	TX	93	PBS	DT	10,000
28 KWTX	WACO	TX	93	CBS	EN	62,000
29 KELO	SIOUX FALLS	SD	100	CBS	MT	24,000
30 KSMS	MONTEREY	CA	103	IND	EN	8,000
31 WREX	ROCKFORD	IL	114	ABC	EN	7,000
32 KHBS	FORT SMITH	AR	148	ABC	EN	12,000
33 KPOM	FT. SMITH	AR	148	NBC	EN	6,000
34 WUTR	UTICA	NY	158	ABC	EN	13,000
35 WABG	GREENWOOD	MS	168	ABC	DT	18,000
36 WXVT	GREENVILLE	MS	168	CBS	EN	9,000
37 WWNY	WATERTOWN	NY	169	CBS	EN	26,000
38 WHIZ	ZANESVILLE	OH	201	NBC	EN	9,000

2,003,000

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AT THE FAIR -- TALK REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KNBC	BURBANK	CA	2	NBC	WN	1,187,000
2 WTVE	READING	PA	4	IND	EN	5,000
3 KDOL	OAKLAND	CA	5	IND	EN	13,000
4 WGPR	DETROIT	MI	7	IND	MT	200,000
5 WTVT	TAMPA	FL	14	CBS	DT	145,000
6 KMOV	ST. LOUIS	MO	18	CBS	DN	28,000
7 KSDK	ST. LOUIS	MO	18	NBC	DN	103,000
8 WTIC	HARTFORD	CT	23	IND	EN	76,000
9 WFYI	INDIANAPOLIS	IN	24	PBS	BF	95,000
10 WBSF	MELBOURNE	FL	27	IND	EN	5,000
11 WHKY	HICKORY	NC	31	IND	EN	50,000
12 WSYX	COLUMBUS	OH	33	ABC	DN	73,000
13 WKFT	FAYETTEVILLE	NC	35	IND	EF	26,000
14 KBYU	PROVO	UT	40	PBS	EN	80,000
15 KENS	SAN ANTONIO	TX	42	CBS	EN	171,000
16 KRRT	SAN ANTONIO	TX	42	IND	EN	44,000
17 WTKR	NORFOLK	VA	43	CBS	DN	91,000
18 WGAL	LANCASTER	PA	45	NBC	DT	54,000
19 WGCB	RED LION	PA	45	IND	EN	5,000
20 WOWK	HUNTINGTON	WV	46	CBS	WN	66,000
21 WBRC	BIRMINGHAM	AL	49	ABC	EN	294,000
22 WRDG	BURLINGTON	NC	50	IND	EN	11,000
23 WPTV	W. PALM BEACH	FL	53	NBC	EN	103,000
24 WTVX	FT. PIERCE	FL	53	CBS	DT	17,000
25 KLBY	COLBY	KS	60	ABC	EN	12,000
26 WGTE	TOLEDO	OH	65	PBS	DT	5,000
27 KTBC	AUSTIN	TX	71	CBS	DT	76,000
28 WHEC	ROCHESTER	NY	72	CBS	DT	49,000
29 WEFC	ROANOKE	VA	73	IND	EN	5,000
30 WFHL	DECATUR	IL	74	IND	EN	30,000
31 WHBF	ROCK ISLAND	IL	77	CBS	EN	49,000
32 KGAN	CEDAR RAPIDS	IA	78	CBS	EN	93,000
33 WRCB	CHATTANOOGA	TN	80	NBC	EN	43,000
34 KOLR	SPRINGFIELD	MO	81	CBS	WN	108,000
35 WRJA	SUMTER	SC	87	PBS	EN	41,000
36 WTRT	SHEFFIELD	AL	89	IND	EN	5,000
37 WAFB	BATON ROUGE	LA	91	CBS	DT	54,000
38 WBRZ	BATON ROUGE	LA	91	ABC	WN	143,000
39 KWTX	WACO	TX	93	CBS	EN	62,000
40 KLAS	LAS VEGAS	NV	94	CBS	EN	68,000
41 WANE	FT. WAYNE	IN	99	CBS	DN	35,000
42 KELO	SIOUX FALLS	SD	100	CBS	DN	55,000
43 WRDW	N. AUGUSTA	SC	102	CBS	EN	70,000
44 KODE	JOPLIN	MO	119	ABC	EN	14,000
45 WTWC	TALLAHASSEE	FL	126	NBC	EN	2,000
46 WGSE	MYRTLE BEACH	SC	130	IND	EN	5,000
47 WBNG	BINGHAMTON	NY	132	CBS	EN	47,000
48 WCBI	COLUMBUS	MS	133	CBS	DN	15,000
49 WLAX	LA CROSSE	WI	134	IND	EN	8,000
50 WWTW	CADILLAC	MI	138	CBS	EN	25,000

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AT THE FAIR -- TALK REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KTPX	MIDLAND	TX	144	NBC	EN	10,000
52 KXMC	MINOT	ND	146	CBS	DN	5,000
53 KJTV	LUBBOCK	TX	149	IND	EN	5,000
54 KOMU	COLUMBIA	MO	152	NBC	EN	20,000
55 KLAX	ALEXANDRIA	LA	160	ABC	EN	1,000
56 WXVT	GREENVILLE	MS	168	CBS	EN	9,000
57 KCFW	KALISPELL	MT	173	NBC	DN	19,000
58 WLBM	MERIDIAN	MS	175	NBC	EN	1,000
59 KCWC	RIVERTON	WY	188	NBC	EN	7,000
60 KFNB	CASPER	WY	188	ABC	EN	21,000
61 KGWC	CASPER	WY	188	CBS	EN	9,000
62 KLST	SAN ANGELO	TX	190	CBS	MT	2,000
63 WTLW	LIMA	OH	196	IND	EN	21,000
64 WHIZ	ZANESVILLE	OH	201	NBC	EN	9,000
65 KEYC	MANKATO	MN	208	CBS	DT	4,000
=====						4,204,000

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Sep 16, 1988

AT THE FAIR -- TALK USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 KBYU	PROVO	UT	40	PBS	EN	80,000
2 KRRT	SAN ANTONIO	TX	42	IND	EN	44,000
3 WGCN	RED LION	PA	45	IND	EN	5,000
4 WPTV	W. PALM BEACH	FL	53	NBC	EN	103,000
5 KLBY	COLBY	KS	60	ABC	EN	12,000
6 WHEC	ROCHESTER	NY	72	CBS	DT	49,000
7 WFHL	DECATUR	IL	74	IND	EN	30,000
8 WHBF	ROCK ISLAND	IL	77	CBS	EN	49,000
9 KGAN	CEDAR RAPIDS	IA	78	CBS	EN	93,000
10 WRJA	SUMTER	SC	87	PBS	EN	41,000
11 WTRT	SHEFFIELD	AL	89	IND	EN	5,000
12 WBRZ	BATON ROUGE	LA	91	ABC	WN	143,000
13 KLAS	LAS VEGAS	NV	94	CBS	EN	68,000
14 KODE	JOPLIN	MO	119	ABC	EN	14,000
15 KTPX	MIDLAND	TX	144	NBC	EN	10,000
16 WXVT	GREENVILLE	MS	168	CBS	EN	9,000
17 WLBM	MERIDIAN	MS	175	NBC	EN	1,000
18 KFNB	CASPER	WY	188	ABC	EN	21,000
19 WHIZ	ZANESVILLE	OH	201	NBC	EN	9,000

=====

786,000

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NOLAN RYAN INTERVIEW REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WTVE	READING	PA	4	IND	EN	5,000
2 WNEV	BOSTON	MA	6	CBS	EN	316,000
3 WNHT	CONCORD	NH	6	IND	EN	5,000
4 WXYZ	SOUTHFIELD	MI	7	ABC	SD	111,000
5 KXAS	FT. WORTH	TX	8	NBC	DN	106,000
6 KXAS	FT. WORTH	TX	8	NBC	SD	289,000
7 WFAA	DALLAS	TX	8	ABC	DT	155,000
8 WTTG	WASHINGTON	DC	9	IND	SD	239,000
9 KRIV	HOUSTON	TX	10	IND	DN	156,000
10 KTMD	HOUSTON	TX	10	SP	EN	10,000
11 KTRK	HOUSTON	TX	10	ABC	SD	323,000
12 WXIA	ATLANTA	GA	12	NBC	SD	195,000
13 WTMV	TAMPA	FL	14	IND	EN	11,000
14 KCPQ	TACOMA	WA	15	IND	SD	79,000
15 KTVS	STERLING	CO	19	ABC	DT	6,000
16 KUSA	DENVER	CO	19	ABC	SD	180,000
17 WFSB	HARTFORD	CT	23	CBS	SD	246,000
18 WTIC	HARTFORD	CT	23	IND	EN	76,000
19 WTNH	NEW HAVEN	CT	23	ABC	SD	79,000
20 WVIT	HARTFORD	CT	23	NBC	SD	52,000
21 KPTV	PORTLAND	OR	26	IND	SD	86,000
22 WHKY	HICKORY	NC	31	IND	EN	50,000
23 WKFT	FAYETTEVILLE	NC	35	IND	EF	26,000
24 KTVY	OKLAHOMA CITY	OK	37	NBC	SD	114,000
25 KWTV	OKLAHOMA CITY	OK	37	CBS	SD	121,000
26 KSTU	SALT LAKE CITY	UT	40	IND	EN	87,000
27 WMC	MEMPHIS	TN	41	NBC	SD	220,000
28 KRRT	SAN ANTONIO	TX	42	IND	EN	44,000
29 KWEX	SAN ANTONIO	TX	42	IND	SD	33,000
30 WGCB	RED LION	PA	45	IND	EN	5,000
31 WHP	HARRISBURG	PA	45	CBS	SD	64,000
32 WOWK	HUNTINGTON	WV	46	CBS	WN	66,000
33 WBRC	BIRMINGHAM	AL	49	ABC	EN	294,000
34 WRDG	BURLINGTON	NC	50	IND	EN	11,000
35 WPTV	W. PALM BEACH	FL	53	NBC	WN	139,000
36 KTUL	TULSA	OK	54	ABC	SD	135,000
37 KTHV	LITTLE ROCK	AR	55	CBS	SD	97,000
38 KNMZ	SANTA FE	NM	56	IND	EN	13,000
39 WALA	MOBILE	AL	58	NBC	SD	61,000
40 KAKE	WICHITA	KS	60	ABC	SD	81,000
41 KSLA	SHREVEPORT	LA	64	CBS	SD	161,000
42 KTAL	SHREVEPORT	LA	64	NBC	SD	99,000
43 WGTE	TOLEDO	OH	65	PBS	DT	5,000
44 KETV	OMAHA	NE	70	ABC	SD	85,000
45 KVUE	AUSTIN	TX	71	ABC	SD	68,000
46 WDBJ	ROANOKE	VA	73	CBS	SD	149,000
47 WEFC	ROANOKE	VA	73	IND	EN	5,000
48 WSLs	ROANOKE	VA	73	NBC	SD	83,000
49 WAND	DECATUR	IL	74	ABC	SD	64,000
50 WFHL	DECATUR	IL	74	IND	EN	30,000

NOLAN RYAN INTERVIEW REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 KDUB	DUBUQUE	IA	78	ABC	SD	11,000
52 WDSI	CHATTANOOGA	TN	80	IND	EN	14,000
53 WHME	SOUTH BEND	IN	84	IND	SD	14,000
54 WOLO	COLUMBIA	SC	87	ABC	SD	37,000
55 WAAY	HUNTSVILLE	AL	89	ABC	SD	99,000
56 WTRT	SHEFFIELD	AL	89	IND	EN	5,000
57 WAFB	BATON ROUGE	LA	91	CBS	SD	83,000
58 WBRZ	BATON ROUGE	LA	91	ABC	SD	135,000
59 WVLA	BATON ROUGE	LA	91	NBC	SD	18,000
60 KCEN	WACO	TX	93	ABC	SD	51,000
61 KNCT	KILLEEN	TX	93	PBS	DN	10,000
62 KWTX	WACO	TX	93	CBS	EN	62,000
63 KWTX	WACO	TX	93	CBS	SD	62,000
64 WKJG	FT. WAYNE	IN	99	NBC	SD	47,000
65 KDBC	EL PASO	TX	104	CBS	SD	31,000
66 KTSM	EL PASO	TX	104	NBC	SD	18,000
67 KVIA	EL PASO	TX	104	ABC	SD	21,000
68 WILX	LANSING	MI	105	NBC	SD	32,000
69 WWLP	SPRINGFIELD	MA	108	NBC	SD	102,000
70 KATC	LAFAYETTE	LA	112	ABC	SD	27,000
71 KNOE	MONROE	LA	116	CBS	SD	123,000
72 KOAM	PITTSBURG	KS	119	CBS	SD	79,000
73 KORO	CORPUS CHRISTI	TX	120	IND	SD	4,000
74 KRIS	CORPUS CHRISTI	TX	120	NBC	SD	20,000
75 KLMG	LONGVIEW	TX	123	CBS	SD	6,000
76 KJAC	PORT ARTHUR	TX	124	NBC	SD	30,000
77 WTWO	TERRE HAUTE	IN	129	NBC	SD	31,000
78 KFDX	WICHITA FALLS	TX	131	NBC	SD	20,000
79 WCBI	COLUMBUS	MS	133	CBS	EN	28,000
80 WMGT	MACON	GA	135	NBC	SD	7,000
81 WOAY	OAK HILL	WV	141	ABC	SD	25,000
82 KFVR	BISMARCK	ND	146	NBC	SD	12,000
83 KIMT	MASON CITY	IA	147	CBS	SD	12,000
84 KTTC	ROCHESTER	MN	147	NBC	EN	9,000
85 KHOG	FAYETTEVILLE	AR	148	ABC	EN	12,000
86 KHOG	FAYETTEVILLE	AR	148	ABC	SD	5,000
87 KPOM	FT. SMITH	AR	148	NBC	SD	6,000
88 KAMC	LUBBOCK	TX	149	ABC	EN	9,000
89 WWAY	WILMINGTON	NC	150	ABC	SD	25,000
90 KTAB	ABILENE	TX	155	CBS	SD	14,000
91 WJHG	PANAMA CITY	FL	171	NBC	SD	19,000
92 KTEN	ADA	OK	172	ABC	EN	12,000
93 KXII	SHERMAN	TX	172	CBS	SD	65,000
94 KCFW	KALISPELL	MT	173	NBC	SD	29,000
95 WLBM	MERIDIAN	MS	175	NBC	EN	1,000
96 WTOK	MERIDIAN	MS	175	ABC	SD	24,000
97 KFBB	GREAT FALLS	MT	177	ABC	SD	11,000
98 KESQ	PALM SPRINGS	CA	178	ABC	SD	5,000
99 KIEM	EUREKA	CA	186	NBC	SD	5,000
00 KLST	SAN ANGELO	TX	190	CBS	MT	2,000

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OLAN RYAN INTERVIEW REQUEST REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
101 WBKO	BOWLING GREEN	KY	191	ABC	SD	43,000
102 WHAG	HAGERSTOWN	MD	195	NBC	EN	12,000
103 KVTV	LAREDO	TX	199	CBS	SD	2,000
104 WHIZ	ZANESVILLE	OH	201	NBC	EN	9,000
105 WHIZ	ZANESVILLE	OH	201	NBC	SD	9,000
106 WAGM	PRESQUE ISLE	ME	203	CBS	SD	11,000
107 KAVU	VICTORIA	TX	206	NBC	EN	3,000
108 WBKB	ALPENA	MI	211	CBS	EN	3,000
=====						6,756,000

NOLAN RYAN INTERVIEW USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
1 WTVE	READING	PA	4	IND	EN	5,000
2 KXAS	FT. WORTH	TX	8	NBC	DN	106,000
3 KRIV	HOUSTON	TX	10	IND	DN	156,000
4 KTMD	HOUSTON	TX	10	SP	EN	10,000
5 KCPQ	TACOMA	WA	15	IND	SD	79,000
6 KTVS	STERLING	CO	19	ABC	DT	6,000
7 WTNH	NEW HAVEN	CT	23	ABC	SD	79,000
8 WVIT	HARTFORD	CT	23	NBC	SD	52,000
9 KTVY	OKLAHOMA CITY	OK	37	NBC	SD	114,000
10 KWTW	OKLAHOMA CITY	OK	37	CBS	SD	121,000
11 KSTU	SALT LAKE CITY	UT	40	IND	EN	87,000
12 WMC	MEMPHIS	TN	41	NBC	SD	220,000
13 KWEX	SAN ANTONIO	TX	42	IND	SD	33,000
14 WOWK	HUNTINGTON	WV	46	CBS	WN	66,000
15 WBRC	BIRMINGHAM	AL	49	ABC	EN	294,000
16 KTUL	TULSA	OK	54	ABC	SD	135,000
17 WALA	MOBILE	AL	58	NBC	SD	61,000
18 KAKE	WICHITA	KS	60	ABC	SD	81,000
19 KTAL	SHREVEPORT	LA	64	NBC	SD	99,000
20 WGTE	TOLEDO	OH	65	PBS	DT	5,000
21 WFHL	DECATUR	IL	74	IND	EN	30,000
22 KDUB	DUBUQUE	IA	78	ABC	SD	11,000
23 WOLO	COLUMBIA	SC	87	ABC	SD	37,000
24 WAAY	HUNTSVILLE	AL	89	ABC	SD	99,000
25 WTRT	SHEFFIELD	AL	89	IND	EN	5,000
26 WBRZ	BATON ROUGE	LA	91	ABC	SD	135,000
27 KCEN	WACO	TX	93	ABC	SD	51,000
28 KNCT	KILLEEN	TX	93	PBS	DN	10,000
29 KWTX	WACO	TX	93	CBS	EN	62,000
30 KWTX	WACO	TX	93	CBS	SD	62,000
31 WKJG	FT. WAYNE	IN	99	NBC	SD	47,000
32 KDBC	EL PASO	TX	104	CBS	SD	31,000
33 KTSM	EL PASO	TX	104	NBC	SD	18,000
34 KVIA	EL PASO	TX	104	ABC	SD	21,000
35 KNOE	MONROE	LA	116	CBS	SD	123,000
36 KOAM	PITTSBURG	KS	119	CBS	SD	79,000
37 KORO	CORPUS CHRISTI	TX	120	IND	SD	4,000
38 KLMG	LONGVIEW	TX	123	CBS	SD	6,000
39 KFDX	WICHITA FALLS	TX	131	NBC	SD	20,000
40 WCBI	COLUMBUS	MS	133	CBS	EN	28,000
41 WMGT	MACON	GA	135	NBC	SD	7,000
42 WOAY	OAK HILL	WV	141	ABC	SD	25,000
43 KFYP	BISMARCK	ND	146	NBC	SD	12,000
44 KTTC	ROCHESTER	MN	147	NBC	EN	9,000
45 KHOG	FAYETTEVILLE	AR	148	ABC	EN	12,000
46 KHOG	FAYETTEVILLE	AR	148	ABC	SD	5,000
47 KCFW	KALISPELL	MT	173	NBC	EN	29,000
48 KCFW	KALISPELL	MT	173	NBC	SD	29,000
49 WTKO	MERIDIAN	MS	175	ABC	SD	24,000
50 KESQ	PALM SPRINGS	CA	178	ABC	SD	5,000

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OLAN RYAN INTERVIEW USAGE REPORT

CALL LETTERS	CITY	STATE	MARKET SIZE	NETWORK	PROGRAM	AUDIENCE
51 WBKO	BOWLING GREEN	KY	191	ABC	SD	43,000
52 KVTV	LAREDO	TX	199	CBS	SD	2,000
53 WHIZ	ZANESVILLE	OH	201	NBC	SD	9,000
54 WAGM	PRESQUE ISLE	ME	203	CBS	SD	11,000
=====						2,910,000

DWJ
associates

1988

TEA AMBASSADOR TOUR

FINAL REPORT

In the final three markets in his 13th year of serio-comic, "tea only" presentations to print and broadcast media as The Tea Ambassador, Aubrey Franklin altered his usual approach by adding two new elements.

First, he advocated and demonstrated the "high tech" brewing of tea in microwave ovens. And second, he acclaimed the benefits of tea as a healthy, contemporary beverage.

Of the former, he relates that while tea can be "high touch," (full 3 to 5 minute brewing after careful preparation of the teapot, etc.), it is now a "with it, high tech" drink that can be brewed well via the convenience and economy of the microwave oven.

Of the latter, he makes these "healthy" points for tea: that it

- is all natural, with no salt, no sugar and no calories;
- is thirst-quenching with a clean, refreshing taste;
- supplies a gentle lift with no subsequent letdown;
- is non-carbonated ("tea doesn't leave a trail of burps," he says);
- and while the least expensive of beverages it is the only one with wide acceptance both hot and iced.

Before and after explaining these virtues of tea, he makes the point of advocating the selection of quality, branded teas.

This new tack in The Tea Ambassador's messages were premiered in September, as he wound up his 15 market tour for 1988 in Charlotte, Atlanta and New Orleans.

As applied in the earlier stages of his tour, Franklin obtained lengthy time on TV and spacious coverage in newspapers.

This fresh approach appears to have breathed new life into this media tour which, year after year, garners the most extensive, quality exposure for tea.

Asoka Dutt, President
CBC International
September 26, 1988

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

REPORT OF THE TREASURER

FOR THE ELEVEN MONTHS ENDED NOVEMBER 30, 1988

	<u>ACTUAL TO</u> <u>11/30/88</u>	<u>BUDGET TO</u> <u>11/30/88</u>	<u>1988 ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$ 728,705</u>	<u>\$ 728,705</u>	<u>\$ 728,705</u>
 <u>RECEIPTS:</u>			
U.S.A. Trade Contributions	\$ 433,589	\$ 412,500	\$ 450,000
Producing Countries' Contributions	385,963	403,158	439,809
Overseas Trade Observer Contributions	25,800	-	-
Interest	<u>37,666</u>	<u>42,166</u>	<u>46,000</u>
Total Receipts	<u>\$ 883,018</u>	<u>\$ 857,824</u>	<u>\$ 935,809</u>
 <u>EXPENDITURES:</u>			
Tea Council Activities - Approved/Proposed			
Approved	\$ 901,460	\$ 921,208	\$ 998,600
Under Consideration	<u>-</u>	<u>-</u>	<u>15,914</u>
Total Expenditures	<u>\$ 901,460</u>	<u>\$ 921,208</u>	<u>\$1,014,514</u>
 <u>OPERATING BALANCE AT END:</u>	 <u>\$ 710,263</u>	 <u>\$ 665,321</u>	 <u>\$ 650,000</u>

88 NOV 30 09:15
 CC INC

<u>Tea Council Administrative</u>	<u>ACTUAL TO 11/30/88</u>	<u>BUDGET TO 11/30/88</u>	<u>1988 ANNUAL BUDGET</u>
101 Salaries	\$ 185,033	\$ 191,500	\$ 209,000
105 Employees' Pension, Taxes & Ins.	61,253	63,000	68,000
110 Travel & Expenses	13,298	11,000	12,000
115 Office Supplies & Expense	20,927	21,500	23,000
120 Rent & Maintenance	87,773	90,000	98,000
125 Furniture & Equipment	54	1,500	2,000
130 Insurance & Sundry Expenses	8,456	15,000	17,000
132 Legal & Accounting Fees	17,460	15,700	17,000
135 Exhibits & Presentations	2,597	3,600	4,000
140 Misc. Devel. of Ideas, Sketches, etc.	-	-	1,000
150 Tea Convention	18,291	20,000	45,000
201-470 Council Projects	<u>546,956</u>	<u>549,046</u>	<u>568,750</u>
Gross	\$ 962,098	\$ 981,846	\$1,064,750
501 Less Fee Paid by Tea Assn.	<u>60,638</u>	<u>60,638</u>	<u>(66,150)</u>
Net	<u>\$ 901,460</u>	<u>\$ 921,208</u>	<u>\$ 998,600</u>

<u>Consumer Publicity Projects</u>	<u>ACTUAL TO 11/30/88</u>	<u>BUDGET TO 11/30/88</u>	<u>1988 ANNUAL BUDGET</u>
201 Salaries	\$ 30,479	\$ 30,479	\$ 33,250
210 Pension, Taxes & Insurance	9,167	9,167	10,000
212 Travel & Expense	3,047	2,700	3,000
215 Special Services	5,850	5,500	6,000
220 Publications	33	4,000	5,000
225 Photographs	15,546	14,000	15,500
230 Clippings, Radio & TV Reports	4,424	5,500	6,000
235 Publicity Mailings & Materials	37,786	37,000	39,000
240 TV & Radio Publicity	6,000	6,000	6,000
250 Speakers' Bureau	<u>4,086</u>	<u>4,700</u>	<u>5,000</u>
Total	<u>\$116,418</u>	<u>\$119,046</u>	<u>\$128,750</u>

<u>Special Projects - Sports</u>	<u>ACTUAL TO 11/30/88</u>	<u>BUDGET TO 11/30/88</u>	<u>1988 ANNUAL BUDGET</u>
301 Coaches' Tour	\$ 32,626	\$ 33,000	\$ 33,000
330 Sports Videotape	19,000	19,000	19,000
350 Running Program (Switzer)	<u>57,098</u>	<u>60,000</u>	<u>60,000</u>
Total	<u>\$108,724</u>	<u>\$112,000</u>	<u>\$112,000</u>

Other Projects

401 Tea Trade Journal Ads & Ukers'	\$ 2,915	\$ 3,000	\$ 3,000
415 Foodservice Campaign	75,000	75,000	75,000
425 Tea Ambassador Tour (Franklin)	45,704	45,000	45,000
430 Tea, Diet & Exercise Tour (Welles)	61,979	60,000	60,000
450 Afternoon Tea Nouvelle (Olney)	82,782	80,000	80,000
460 Tea Assn. "Tea World" Magazine	2,000	2,000	2,000
465 News Videotapes	38,000	38,000	38,000
470 Health Aspects - Tea Assn.	13,434	15,000	15,000
475 College Campus Program	<u>-</u>	<u>-</u>	<u>10,000</u>
Total	<u>\$321,814</u>	<u>\$318,000</u>	<u>\$328,000</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

23 Jan 89

Date

Donald A. Wiederecht

Please type or print name of signatory on the line above

Executive Director

Title