

For Six Month Period Ending **30 JUN 1993**  
(Insert date)

Name of Registrant

Registration No.

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

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.

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
RGS Soeriadanoeningrat	Board Member
Robert K. Gathungu	Board Member
Ellen Ambrose	Board Member
Barnet M. Feinblum	Board Member
D. Wijesinghe	Vice Chairman

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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>
See Item # 4-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.

R. Weerakoon - Chairman of the Sri Lankan Tea Board

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>

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*  
Indonesian Tea Association  
Kenyan Tea Board

*Date of Termination*  
4/12/93  
5/05/93

9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes  No

If yes, furnish following information:

*Name and address of foreign principal*

*Date acquired*

10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

The Tea Association of Malawi Limited  
Tanzania Tea Authority  
The Sri Lanka Tea Board

## 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:  
Please see Foreign Principals noted in question # 10.

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, consisting of the distribution of consumer booklets, radio and television interviews and tapes, sponsorship of events at trade shows and communications with food and lifestyle editors are aimed toward that stated objective.

- a) William Congalton's speaking engagements & Tea tastings - January-June 1993 (see Item 11-A).
- b) Consumer Publicity Campaign - Media Tours, News Releases, Radio Features, etc. as outlined in Item 11-B.
- c) Tea & Health Campaign as outlined in Item 11-C.

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

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

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

Please see Items 11-A, 11-B and 11-C and appropriate attachments.

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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>
January 12, 1993	Tea Board of Sri Lanka	1992 Dues—"Full Member"	\$20,099.50

Total \$20,099.50

## (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(c).

<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.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

See Item # 15 - "Report of the Treasurer for the 6 months ending June 30, 1993"

A) Types of expenses included in Account # 199 - Association Fee: (Administrative costs for shared office expense)

- Postage, UPS Delivery/Messengers, Federal Express.
- Printing of letterhead, stationery, envelopes, memo pads, etc.
- Copier paper, machine maintenance, toner
- All other office supply paper
- Typewriter/computer supplies
- Bathroom/Kitchen supplies
- Pens, Pencils, highlighters, etc.
- Envelopes, folders, labels
- Telephone, Fax, Telex charges
- Maintenance on telephone system.

F) Under Tea and Health Campaign - Account numbers 301-399, disbursements are made to:  
 Aronow & Pollock Communications, Inc.  
 361 Broadway, Suite 600  
 New York, NY 10013

Under Foodservice Campaign - Account numbers 401-499, disbursements are made to:  
 The Food Group  
 Advertising & Marketing Services  
 292 Madison Avenue  
 New York, NY 10017

Under Consumer Publicity Campaign - Account numbers 701-799, disbursements are made to:  
 FCS Communications, Inc.  
 509 Madison Avenue, Suite 1604  
 New York, NY 10022

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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   
 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

N/A

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

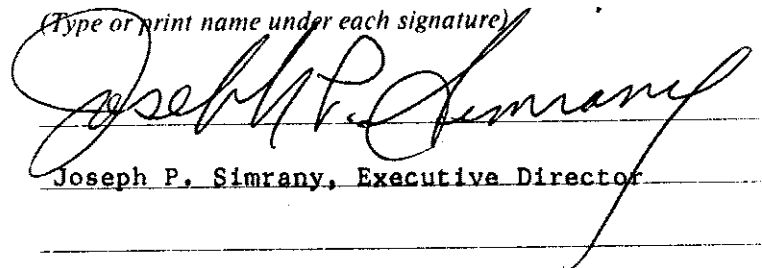
Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes  No

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

Has been forwarded to R. Weerakoon for signature and will be forwarded with next submission in December of 1993.

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.

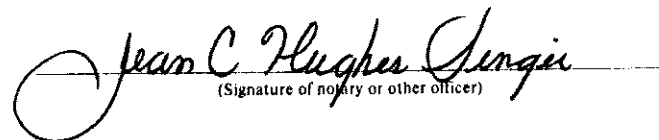
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States,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

*(Type or print name under each signature)*  
  
Joseph P. Simrany, Executive Director

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

this 19<sup>th</sup> day of July, 19 93

JEAN C. HUGHES-SINGER  
Notary Public, State of New York  
No. 30-4938204 Qual. in Nassau City  
Commission Expires July 18, 1994.

  
(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.)

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 CRM-154, formerly Form OBD-64-- Supplemental Statement):

Yes \_\_\_\_\_ or No \_\_\_\_\_

(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.)

Joseph P. Simrany  
Signature

July 19, 1993  
Date

Joseph P. Simrany

Please type or print name of signatory on the line above

Executive Director

Title

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ITEM # 4-A

<u>NAME</u>	<u>RESIDENCE ADDRESS</u>	<u>CITIZENSHIP</u>	<u>POSITION</u>	<u>DATE ASSUMED</u>
R. Weerakoon	"Mabuhay", 1-Gangadara Mawatha, Off Templer Road Mt. Lavinia, Sri Lanka	Sri Lanka	Vice Chairman	5/25/93
Dan Barnett	316 Scaview Avenue Piedmont, CA 94601	United States	Board Member	5/25/93
Barry Gettins	7 Andrew Drive North Canton, CT 06059	United States	Board Member	5/25/93

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SPEAKER'S BUREAU  
TEA TASTING DEMONSTRATIONS  
BI-ANNUAL REPORT  
JANUARY 1, 1993 - JUNE 30, 1993

<u>Date</u>	<u>Organization</u>	<u>Location</u>
January 7, 1993	Women's Alliance- Unitarian Church	Centerville, MA
January 12, 1993	Harwich Evening Women's Club	Hyannis, MA
February 4, 1993	United Methodist Women	Orleans, MA
February 10, 1993	Women's Fellowship - Waquiort Congretational Church	Waquiort, MA
March 8, 1993	Our Lady of Victory Ladies' Guild	Centerville, MA
March 10, 1993	St. Mary's Guild	Barnstable, MA
March 16, 1993	Hyannis Garden Club	North Hyannis, MA
April 13, 1993	Ladies Guild at St. Pius X Church	South Yarmouth, MA
May 3, 1993	Thirwood Place Members	Thirwood, MA
May 5, 1993	Trinity Club Ladies Guild	Topfield, MA
May 18, 1993	AARP	Concord, MA
May 27, 1993	West Dennis Senior Club	West Dennis, MA

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April 21, 1993

To: Tea Council Marketing Advisory Committee

Fr: FCS Communications

Re: Summary of Activities, January-April 1993; With  
Highlights of Results

Since the last Marketing Advisory Committee meeting, we have launched the 1993 program and proceeded with activities scheduled, including:

**I. Summary of Activities**

- \* 1993 Presskit
- \* Direct Editorial Efforts
  - Annual Board of Tea Experts
  - Direct-Mail Editorial Tea "Packs"
  - "TEA"-Shirts
- \* National Iced & Hot Tea Months
- \* Cable-Broadcast Television Segments
- \* Co-Op Video News Release
- \* Spokesperson Media Tours
- \* In-Market Media Event
- \* Syndicated Radio Feature Programs
- \* Quarter-Page Syndicated Mat
- \* Influentials Conventions

**II. Additional Efforts**

We have also initiated additional efforts, not specifically included in the '93 program, including:

- \* Food-Beverage Industry Analyst Communications Effort
- \* Trade Editorial Effort
- \* Tea Council Multi-National Health Funding Announcement
- \* Tea Council-Tea Association Communications Effort

### III. Highlights of Program Efforts

#### 1993 Presskit

Presskit news releases written, approved, printed and in use for all communications efforts.

#### Direct Editorial Effort: Results of Efforts, January-March

- Editorial interviews with and requests for information from the Tea Council are generating coverage. Examples:
- UPI feature article coverage of tea's popularity; "The New York Post," "The Birmingham News," "The Chicago Southtown Economist," "The Saturday Evening Post."
- Lifestyle articles are incorporating the tea and health message and beginning to generate additional articles in publications like "Self Magazine," "Better Nutrition for Today's Living," and "Greenville (Tx.) Herald Banner."
- Additional articles are under consideration or being planned by media like "Ladies Home Journal (July)," "McCalls," and "The Atlantic Monthly."

#### B. National Board of Tea Experts

- Food, lifestyle and news editors attended; articles and broadcasts were produced.
- **Examples:** Cable News Network, "The Boston Globe," Gannett Suburban Newspapers, "New York Newsday", AP, UPI photo and Scripps-Howard News Service, articles appearing in newspapers like "Orlando Sentinel," "Ft. Lauderdale Sun Sentinel", "Baltimore Sun" and "Providence Journal."
- Attendee Helen Studley, New York Post, conducts April 15 Tea Tasting for some 30 leading restauranteurs, magazine and newspaper editors, members of Les Dames D' Escoffier. Tea Council Executive Director is introduced; presskits and "TEA"-Shirts are distributed; attendees encouraged to contact Tea Council for further information.

**C. National Iced & Hot Tea Months**

- Program art, press releases, Tea Council industry notice developed and disseminated.
- National Iced Tea Month announced to major dailies via PR Newswire.
- National Iced Tea Month cable-broadcast television and radio segments developed and produced.
- Trade press releases issued. Announcements planned in "Supermarket News," "Restaurant Hospitality Magazine," "Restaurant Merchandising News," "Restaurants," "Lodging Hospitality," "Tea & Coffee Trade Journal" and "World Coffee & Tea."

**D. Direct-Mail Editorial Tea "Packs"**

- Editorial Tea "Packs" with cover letter and Tea Council consumption news release sent to major media in high CDI markets, and favorably received.

**E. "TEA"-Shirts**

- "TEA"-Shirt design approved, shirts printed and sent to Tea Council-Tea Association members, offered to packers, and distributed at International Association of Culinary Professionals' convention (April 15-16).
- Editorial mailings, use at in-market event and scheduled influential conventions now in preparation.

**Cable-Broadcast Television Segments**

- New on-site format for "Health & Home Report" developed, four segments produced. February and March segments have aired; April segment airing now. New format allows for strong, third-party endorsement of tea.
- Total "Health & Home Report" audience figures continue to increase. The January VNR segment was broadcast in 41 of our 50 identified markets.
- National PBS 'Creative Living' three-part segment featuring tea and Tea Council lifestyle expert Marie Rama continues to be aired, garnering repeat impressions.

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Co-Op Video News Release

- "Wintertime Health Tips" co-op video news release was aired on the "Newsworthy" and "Health & Home Report" cable-broadcast television programs, increasing total consumer impressions to 22 million +.
- First '93 co-op video news release "Summer Health Tips" co-sponsor identified, approach approved by MAC, and script being developed. Shooting scheduled for May, in Miami. Target airdate: May 29, Memorial Day.

Spokesperson Spring Media Tour

- Spring media tour planned, and efforts initiated towards media in Atlanta, Jacksonville, Miami, Orlando, Richmond, Norfolk, Raleigh, Durham, Charlotte, Dallas, Denver, New York metro. Tour began Monday, April 19 in Atlanta, and will conclude end-May, in New York.

In-Market Media Event

- Met on-site Philadelphia with co-sponsor, The Friends of Independence National Historical Park, and the Parks Department; secured co-sponsor and permit for the event.
- Dates confirmed: July 20; raindate, July 21.
- Vendors are being identified and their participation is being confirmed.
- Event scenario and collateral material in the process of being finalized for MAC approval.

Syndicated Radio Feature Programs

- February, March, April, May and June segments written and/or approved. February and March segments have aired. April segment now airing. June segment taped April 7.
- Audience figures and cost-per-impression continues to be very favorable.

-continued-

Quarter-Page Syndicated Mats

- Syndicated mats for the first six months, February and April, written and approved. Both are now in distribution.

Influentials Conventions

- The International Association of Culinary Professionals was recommended to replace the International Food Media Conference. The Tea Council's participation in this April 16 convention generated a very favorable response. Our spokesperson, presskit and "TEA"-Shirt were well received; all encouraging third-party endorsement of attending restauranteurs, nutritionists and food writers.
- Influentials Direct-Mail effort to extension home economists and supermarket consumer affairs specialists scheduled for next month.
- American Home Economists Convention (AHEA), June 26, Orlando and Extension Home Economists Convention (EHEC), September 26-30, Phoenix, are scheduled.

Educators Brochure

- Preparations for Tea Council-Educators brochure to begin in June.

**IV. Additional Efforts**

In addition to the scheduled '93 program activities, we have undertaken the following:

Analyst Communications Effort

- Leading food and beverage analysts have been identified, introductory letters and Tea Council information kits have been sent. These influentials will be included in select future mailings.

-continued-

Trade Press Effort

- Initiated efforts towards select food and beverage, and foodservice trade publications, communicating 1992 tea consumption increases and, announcing National Iced Tea Month.

Multi-National Health Funding Announcement

- Tea Council announcement of the cooperative Canadian, U.K. and U.S. funding of new and additional scientific and medical research into the possible health benefits of tea drafted for approval.

V. Estimated Program Consumer Impressions: January-April

Total consumer program estimated impressions to-date stand at approximately 112 million.

We have penetrated all 50 identified CDI markets.

Of the estimated 112 million consumer impressions, some 80% are in identified markets:

- \* 43% (48 million) are in high CDIs
- \* 14% are in average CDIs
- \* 27% are in low CDIs

A breakdown of reach by media, and reach by media in CDI category follows.

Tea Council Marketing Advisory Committee

1993 Communications Program

January - April 1993

Estimated Impressions by Media

* Magazines	6,658,000
* Newspapers	10,390,000
* Television	78,000,000
* Radio	17,400,000
Estimated Total:	112,448,000

Estimated Impressions In CDI Market Categories

High CDI

* Magazine	3,329,000
* Newspaper	7,966,000
* Television	34,798,000
* Radio	<u>1,960,700</u>
	48,053,700

Average CDI

* Magazine	1,664,000
* Newspaper	92,000
* Television	13,729,500
* Radio	<u>511,000</u>
	15,996,500

Low CDI

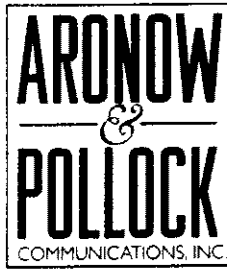
* Magazine	1,664,000
* Newspaper	1,703,700
* Television	24,374,000
* Radio	<u>2,222,000</u>
	29,963,700

Preliminary print estimates are initial and based on 2.5 standard industry multiple.

-continued-

Est. 1993 Impressions in Identified Markets

<u>High CDI</u>	<u>Imp.</u>	<u>Magazine</u>	<u>Newspaper</u>	<u>Television</u>	<u>Radio</u>
Baltimore	3,285,732	X	X	X	
Birmingham	1,123,456	X	X	X	
Charlotte	1,364,028	X		X	X
Philadelphia	4,539,472	X		X	
Tampa	1,356,557	X		X	X
Pittsburgh	1,138,102	X	X	X	
Jacksonville	962,561	X		X	X
Atlanta	4,338,942	X	X	X	
Boston	2,772,858	X	X	X	
Dallas	1,586,542	X	X	X	
New York	6,542,240	X	X	X	
Raleigh/Dur	928,062	X		X	
Louisville	924,062	X		X	
Htfd/New Haven	1,164,498	X		X	
Albany	1,075,532	X		X	
Washington, DC	1,977,882	X	X	X	X
Buffalo/Roch	2,476,967	X		X	X
Little Rock	1,327,622	X		X	X
Orlando	1,638,082	X	X	X	
N. Orleans/Mob	1,549,292	X		X	X
Houston	2,172,062	X	X	X	
Memphis	1,811,822	X		X	X
<u>Average CDI</u>					
Okla. Cty/Tulsa	1,407,699	X		X	
Miami	1,058,589	X		X	
San Antonio	1,058,589	X		X	
Nashville	1,989,123	X		X	X
Richmond	2,123,919	X		X	X
Denver	2,065,974	X		X	X
St. Louis	1,731,429	X		X	
Syracuse	1,284,645	X	X	X	
Indianapolis	1,198,719	X		X	
Cleveland	2,062,719	X		X	X
<u>Low CDI</u>					
Cincinnati	1,082,431	X		X	X
Columbus	1,060,481	X	X	X	X
Phoenix	4,982,491	X		X	X
Kansas City	1,028,431	X		X	X
Detroit	937,576	X		X	
Chicago	1,160,026	X	X	X	X
Los Angeles	2,829,418	X		X	X
Seattle	4,114,516	X		X	
Sacramento	595,080	X		X	
Portland	1,603,312	X	X	X	X
San Francisco	1,730,852	X	X	X	
San Diego	839,706	X	X	X	
Des Moines	2,265,706	X		X	
Omaha thru Minn (6 cities)	6,044,591	X	X	X	X
		#	#	#	



MEMO TO: Jean Singer

DATE: July 8, 1993

FROM: Renee Yosco

SUBJECT: Tea & Health Program Update for U.S. Justice Department

This memo details the Tea & Health public relations activities conducted by ARONOW & POLLOCK COMMUNICATIONS between January - June, 1993.

#### *Scientific Advisory Panel*

A meeting of scientific experts with specialties in the area of cancer and heart disease research as it relates to tea is scheduled for July 16. The panel helps with the development and review of new educational materials and acts as spokespersons with health professionals and editors. This group also helps to create a scientific basis for public relations activities as well as cultivate relationships that enable the Tea Council to take its messages to the appropriate opinion leading audiences.

#### *Scientific Information Exchange*

The information exchange provides current scientific information to health professionals and professional health communicators. This program element generates articles and discussions about the health benefits of tea.

- more -

These efforts include:

- tea tastings with health and nutrition editors where they have the opportunity to hear about and sample a variety of teas with an expert tea taster and to discuss with a scientist the potential health benefits of tea;
- one-on-one meetings pairing leading scientists with health professionals;
- development of white paper about "tea and caffeine";
- educational kits for answering requests for information; and
- contacting print and broadcast news media to generate articles about tea and health
- distribution of the "tea and iron absorption" white paper.

#### **Development of Educational Literature and Health Media Kits**

Health editors and writers need materials to use as background information for the articles and columns that they write. Literature was put together to serve as resource material for response of media inquiries.

The literature is utilized as part of the "scientific information exchange" ongoing educational efforts, media kit distribution at the "editorial exchange and forum," and answering requests from health professionals and dietitians for quantity copies of tea materials.

#### **Booth for Exhibits**

A booth was designed for display of information at various health conferences. This new exhibit is a cost savings for the industry because it is a more convenient, modern-looking display to use for these meetings.

#### **Society for Nutrition Education (SNE)**

The Tea Council is exhibiting the booth at SNE July 20-22, 1993. Distribution of the scientific research papers to 500 opinion leading health professionals will take place.

**TEA COUNCIL OF THE U.S.A., INC.**  
**BALANCE SHEET**  
**June 30, 1993**

**ASSETS**

Cash on Hand	\$100
Cash in Banks:	
Checking Account	42,237
Money Market Account	1,264
Dean Witter Liquid Assets	112,916
Dreyfus Liquid Assets	468,224
Accounts Receivable	0
Inventory	6,190
Prepaid Expenses	0
Deposits with Suppliers	100

**Total Assets** **\$631,031**

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**LIABILITIES AND OPERATING BALANCE**

Accounts Payable	\$50,473
Operating Balance	580,558

**Total Liabilities & Operating Balance** **\$631,031**

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**DISTRIBUTION OF THIS STATEMENT:**

**Messrs:**

J. Rigg  
B. Hess  
J. Simrany  
J. Kennedy

**TEA COUNCIL OF THE U.S.A., INC.**  
**Report of the Treasurer**  
For the 6 Months Ending June 30, 1993

	<u>Actual To</u> <u>6/30/93</u>	<u>Budget To</u> <u>6/30/93</u>	1993 <u>Approved</u> <u>Budget</u>
<b><u>OPERATING BALANCE AT BEGINNING:</u></b>	<b><u>\$862,262</u></b>	<b><u>\$862,262</u></b>	<b><u>\$862,262</u></b>
<b><u>Receipts:</u></b>			
U.S.A. Trade Contributions	\$223,123	\$320,000	\$1,000,000
Producing Country Contributions	0	27,500	58,000
Producing Country Observer Contribution	0	10,000	25,000
Interest Income	8,609	9,100	18,000
	<hr/>	<hr/>	<hr/>
<b><u>Total Receipts</u></b>	<b><u>\$231,732</u></b>	<b><u>\$366,600</u></b>	<b><u>\$1,101,000</u></b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<b><u>Expenditures:</u></b>			
Tea Council Activities-Approved/Projected Administrative	\$107,647	\$117,330	\$262,065
Consumer Publicity/Approved Programs			
Consumer Publicity	4,171	3,660	7,300
Health Aspects	84,035	121,425	420,000
Foodservice	3,462	5,000	17,500
Public Relations	314,121	334,390	500,000
	<hr/>	<hr/>	<hr/>
Total Programs & Administration	513,436	581,805	1,206,865
Uncommitted			296,397
	<hr/>	<hr/>	<hr/>
<b><u>Total Expenditures</u></b>	<b><u>\$513,436</u></b>	<b><u>\$581,805</u></b>	<b><u>\$1,503,262</u></b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<b><u>OPERATING BALANCE AT END:</u></b>	<b><u>\$580,558</u></b>	<b><u>\$647,057</u></b>	<b><u>\$460,000</u></b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

	Actual To 6/30/93	Budget To 6/30/93	1993 Approved Budget
<u>Tea Council Administrative</u>			
125 General Liability Insurance	\$0	\$3,400	\$3,400
143 Accounting Fees	3,000	3,000	6,800
144 Legal Fees	0	2,000	3,000
170 Tea Convention	0	0	30,000
190 Miscellaneous	317	4,500	10,000
197 Contingency Insurance	2,898	3,000	6,000
199 Association Fee	101,432	101,430	202,865
<b>TOTAL ADMINISTRATIVE</b>	<b>\$107,647</b>	<b>\$117,330</b>	<b>\$262,065</b>
Approved Council Projects	405,784	464,475	944,800
<b>TOTAL</b>	<b>\$513,431</b>	<b>\$581,805</b>	<b>\$1,206,865</b>

Internal Consumer Publicity

230 Print Clippings	2,352	2,520	5,000
250 Speaker	1,819	1,140	2,300
<b>Total</b>	<b>\$4,171</b>	<b>\$3,660</b>	<b>\$7,300</b>

Tea & Health Campaign

301 Scientific Advisory Panel	\$8,325	\$15,450	\$20,000
305 Scientific Information Exchange	16,165	17,200	34,000
310 Scientific Medical Tour	1,150	2,875	23,000
315 Educational Lit. - Health Media Kits	12,075	11,200	22,000
320 Health & Nutrition Partnerships/ADA	12,310	9,500	30,000
325 FAO Travel	0	0	5,000
330 Ongoing PR Activity	10,896	10,400	20,000
350 International Tea & Health	334	32,000	220,000
399 Account Management	22,780	22,800	46,000
<b>Total</b>	<b>\$84,035</b>	<b>\$121,425</b>	<b>\$420,000</b>

<u>Foodservice Campaign</u>		<u>Actual To</u> <u>6/30/93</u>	<u>Budget To</u> <u>6/30/93</u>	1993 <u>Approved</u> <u>Budget</u>
415	NACUFS	0	0	10,000
430	POS Fulfillment	3,462	5,000	5,000
435	Price Waterhouse Study	0	0	2,500
<b>Total</b>		<b>\$3,462</b>	<b>\$5,000</b>	<b>\$17,500</b>

Consumer Publicity Campaign

705	Presskits/News Releases	\$6,168	\$4,080	\$4,800
710	Tea Experts Demonstrations	2,895	1,500	1,500
715	NYC Editorial Tea Tasting	0	1,800	1,800
725	Tea Pack - Direct Mail	11,000	5,600	11,000
730	Iced & Hot Tea Months	6,790	5,900	6,200
735	In Market Media	18,500	18,500	18,500
740	TEA-Shirt Promotion	7,931	11,000	11,000
745	Co-op VNR	19,347	18,000	27,000
750	Cable/Broadcast TV	49,788	51,400	68,500
755	Syndicated Radio	7800	6500	12,000
760	Syndicated Mats	9,637	9,345	12,500
765	Media Tours	23,980	29,000	41,000
770	Influentials Conventions	9,035	11,000	16,500
775	Home Economists	16,000	16,000	16,000
780	Educator's Brochure	3,000	26,400	26,400
785	Misc.-O.O.P.	4,452	2,490	5,000
790	Contingency Fund	1,918	0	10,300
795	Spokesperson Fee	43,875	43,875	66,000
799	Account Management	72,000	72,000	144,000
<b>Total</b>		<b>\$314,116</b>	<b>\$334,390</b>	<b>\$500,000</b>

Registrant: Tea Council of the U.S.A., Inc.  
Registration#: 1853

The following persons in your organization filed short form registration statements on the date indicated by each name. These short forms are still in an active status. Please review and update where appropriate.

Date Filed	Name	Current Role	Termination Date?
2/01/90	A. Michael Finn	-	5-31-90
8/02/91	Joseph P. Simrany	Executive Director	-