

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

RECEIVED
DEPARTMENT OF JUSTICE
APR 23 11 15 AM '80
REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

SUPPLEMENTAL STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

For Six Month Period Ending APR 7 1980
(Insert date)

Name of Registrant Aaron D. Cushman and Associates, Inc. Registration No. 2572
Business Address of Registrant
333 North Michigan Avenue, Chicago, Illinois, 60601

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	Date Connection Ended
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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>
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-
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 activity² as defined below?

Yes No

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

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?

Yes No

If yes, describe fully.

² 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.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
10/8/79 to 4/7/80	Mexican National Tourist Council	Fees & Expenses	\$ 42,157.53

Total \$ 42,157.53

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³ 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).

⁴ 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
------	---------	---------	--------

(list of disbursements for Mexican National Tourist Council is too long to be typed in space allowed on this page - see attached typed insert listing disbursements)

\$ 10,928.00

Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes No

If yes, furnish the following information:

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

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V - POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵ 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, 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, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?

Yes No

VI - EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes No

Exhibit B⁷ Yes No

If no, please attach the required exhibit.

- (a) 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.

⁶ The Exhibit A, which is filed on Form OBD-67 (Formerly DJ-306) sets forth the information required to be disclosed concerning each foreign principal.

⁷ The Exhibit B, which is filed on Form OBD-65 (Formerly DJ-304) 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

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) 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.)



Aaron D. Cushman, President

Subscribed and sworn to before me at _____

this 30th day of April, 19 80



(Signature of notary or other officer)
My Commission Expires May 22, 1983

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

15a - DISBURSMENTS - Monies

Financial information for Mexican National Tourist Council
10/8/79 through 4/7/80

<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
10/ 9/79	Henshaw Newspaper	Back issues	\$ 9.00
10/ 9/79	Phil Hoffman	Miscellaneous expenses	19.44
10/10/79	Burrelle's Press Clipping	Press clipping	239.49
10/10/79	Kim Block Photography	Photography	52.50
10/10/79	National Photo	Photos	214.25
10/10/79	Northwest Mailing	Outside letter service	91.45
10/16/79	Cash	Newspapers	1.15
10/24/79	Gamma Photo	Photos	24.15
10/24/79	Dart Printing	Printing	9.40
10/31/79	Phil Hoffman	Expenses - Mexico Tour	1,414.26
11/13/79	Phil Hoffman	Miscellaneous expenses	33.20
11/19/79	Phil Hoffman	Expenses - NY trip	69.28
11/21/79	Aaron D. Cushman	Expenses - NY trip	138.00
11/28/79	Phil Hoffman	Miscellaneous expenses	14.20
12/ 6/79	Phil Hoffman	Miscellaneous expenses	13.52
12/12/79	Burrelle's	Press clipping	137.04
12/12/79	Joseph Jedd Photography	Photography	247.00
12/12/79	Don Ontiveros Photos	Photography	306.00
12/12/79	National Photo	Photos	364.80
12/19/79	Phil Hoffman	Miscellaneous expenses	13.11
12/19/79	Phil Hoffman	Expenses - Mexico tour	1,790.40
12/21/79	Travel Trade	Subscription	6.00
12/28/79	American Express	Plane fare - NYC	500.00
12/28/79	American Express	Meals & hotel - NYC	543.87
1/11/80	Burrelle's	Press clipping	260.00
1/11/80	Northwest Mailing	Outside letter service	241.91
1/14/80	Phil Hoffman	Miscellaneous expenses	21.24
1/18/80	Reliable Corporation	Supplies	319.94
1/24/80	American Airlines	Plane fares - Mexico	1,137.00
1/24/80	Phil Hoffman	Miscellaneous expenses	18.90
1/31/80	Phil Hoffman	Miscellaneous expenses	24.00
2/ 6/80	Phil Hoffman	Miscellaneous expenses	1.60
2/14/80	Federal Express	Air Freight	17.00
2/14/80	Phil Hoffman	Miscellaneous expenses	17.50
2/19/80	Midwest Radio-TV	Press monitoring	45.00
2/19/80	Minn. Aquatennial Assn.	Photos	266.05
2/19/80	National Photo	Photos	480.00
2/19/80	National Photo	Photos	48.00
2/21/80	Phil Hoffman	Miscellaneous expenses	6.00
2/27/80	Joseph Jedd Photography	Photography	60.00
2/27/80	National Photo	Photos	38.40
2/27/80	Dart Printing	Printing	19.20
3/ 5/80	Burrelle's	Press clipping	122.80
3/ 5/80	Syntheographics	Printing	284.00
3/ 5/80	Jadwiga Lopez	Photography	125.00
3/ 5/80	Minn. Aquatennial Assn.	Photos	84.24
3/ 5/80	National Photo	Photos	160.70
3/ 5/80	Northwest Mailing	Outside letter service	6.03
3/14/80	Phil Hoffman	Expenses - Minneapolis	34.00
3/19/80	American Express	Plane fare - Miami	398.00
3/31/80	Waldorf-Astoria	Hotel	296.00
3/31/80	National Photo	Photos	17.75
3/31/80	J.D. Van Sickle	Photography	85.00
4/ 3/80	Phil Hoffman	Expenses - Cleveland	41.95
			<u>\$10,928.00</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

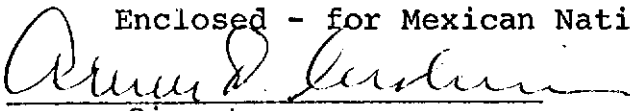
(If your answer to question 1 is "yes" do not answer question 2 of this form.)

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.)

Enclosed - for Mexican National Tourist Council


Signature

April 30, 1980
Date

Aaron D. Cushman

Please type or print name of signatory on the line above

President - Aaron D. Cushman and Associates, Inc.
Title

public relations
sales promotion
marketing



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 268-2500
cable ADCCHGO
telex 25-4005

January 28, 1980

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico 5, D.F.

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of December 1979.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro
Jose Luis Llabres
Angel Palacio
Gen. Oliverio Melendez
Vince Hodgins
Joe Scholnick



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500

cable: ADCCHGO

PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL

Date: January 25, 1980

Account Executive: Philip D. Hoffman

I. PROJECTS COMPLETED

- A. JEWISH HERITAGE PRESS TRIP--The group of eight editors of Jewish newspapers from Indianapolis, Louisville, Omaha, Cleveland, Milwaukee, Minneapolis, St. Louis and Kansas City successfully completed the seven-day trip to Cocoyoc and Mexico City. During that period, we visited many of the Jewish institutions in Mexico City plus the small Jewish community of Venta Prieta. The editors were very impressed with Mexico, its people and the Jewish community. In the past month, they have written many articles about what they did and what they saw.
- B. BETTER HOMES & GARDENS BRIDES' BOOK--The two-page story on honeymoons in Mexico, with photos from the Consejo, appeared in the new issue of this publication. We provided information for the article which refers to the Chicago office of the Mexican National Tourist Council at the end of the story.
- C. LEVY CENTER SPEECH ON MEXICO--At the request of Sr. Navarro, a representative of the Cushman Agency spoke to a group of senior citizens at the Levy Center in Evanston, Ill., and showed a film on travel and cultural events in Mexico.
- D. MICHIGAN LIVING MOTOR NEWS--A three-page feature story on Mexico with material we supplied the editor appeared in the December issue.

offices: chicago • new york • los angeles • miami • cleveland • boston

- E. BAJA PRESS TRIP--Three more stories on Baja, a result of the October trip, appeared in the LOUISVILLE AAA BULLETIN; THE CLEVELAND PRESS and STAR PUBLICATIONS.

II. PROJECTS UNDERWAY

- A. CHICAGO STYLE MAGAZINE--Arrangements are underway to send a group of seven, including three models, the fashion editor, assistant fashion editor, photographer and writer, to Cabo San Lucas to gather material and shoot photographs for a 75 to 100-page issue of the magazine scheduled for publication Sunday, March 23. The group will leave January 26 and return February 2.
- B. BRANIFF FLYING COLORS & GOOD HOUSEKEEPING--Chicago freelance writer Paul Martin and photographer Mary Jane Roy have assignments for stories from these two magazines, and we are arranging their trip to Mexico City and Cuernavaca to gather material from February 15-23.
- C. IRIS & MICKEY JONES--Detroit writers with definite publication commitments would like to join Richard and Mary Magruder (arrangements being made by Kofoed) on their trip to Mexico March 7-14. We are working on details and arrangements.
- D. CENTURY SHOPPING MALL--Completing arrangements to participate in a Mexican Fiesta promotion with this prestigious shopping mall, located in the north side of Chicago, during the latter part of January.

III. PROJECTS BEING PLANNED

- A. INCENTIVE HOUSE PROMOTION--Working with John Doyle in New York to set up Mexico promotions with important incentive companies in the Midwest.
- B. GOING PLACES MAGAZINE--Working with Jerry Reedy, editor of this Montgomery Ward travel magazine, to send him to the Yucatan to write travel stories.
- C. DENVER OFFICE--Set up contact with Sr. Bayardo, regional director, to work with him on projects in the states of Kansas and Nebraska.

- D. TIANGUIS--Beginning to lay the groundwork for inviting members of the press from the Midwest to Tianguis, June 8-11.
- E. TRAVELAGE MID-AMERICA--Planning to work with Linnea Smith Jessup on the special Mexico issue scheduled for April 14.
- F. BETTER HOMES & GARDENS--Making preliminary contacts with travel editor for trip to Mexico in 1980 which will result in feature story.

IV. SERVICES PERFORMED

- A. Provided freelance writer in Overland Park, Kansas, with background material on Cancun, which she requested for a travel story.
- B. Sent to The Continental Bank in Chicago photos of Acapulco to be used in the promotion of an employee trip to Mexico.
- C. Pic Travel in Minneapolis was sent black and white photos of Acapulco for use in a trip promotion.
- D. Supplied slides of Cancun, Puerto Vallarta, Acapulco, Ixtapa, Chichen Itza, Taxco and Mexico City to Thomas Cook Travel for use in a slide presentation to promote Mexico travel.
- E. Slides of Mexico City were sent to Madden Graphics for use in a brochure to promote a convention of surgeons in that city.
- F. Sent photos of Mexico City and Sr. Aleman to various editors who went on the Jewish Heritage press trip.
- G. Provided background material on Uxmal, Cancun, Mexico City, Monterrey, Guadalajara and Merida to Russell Huff, public relations director, Sears International. This material was used as background for Sears executives who visited these locations in Mexico.
- H. Sent to the North American Editor, Travel Planner & Hotel/Motel Guide a list of holidays in Mexico for the months of March, April and May, 1980.

V. RELEASES

- A. December 7, 1979 -- FIVE MEXICAN RESORTS IN BAJA CALIFORNIA
Sent to all daily and suburban newspapers.
- B. December 21, 1979 -- MEXICO PROMOTION AT CENTURY SHOPPING CENTER
Sent to all Chicago area publications in conjunction with Korshak Public Relations.

VI. INDEX OF CLIPPINGS

- Page 1 -- Monthly Report
- Page 2 -- Baja News Release
- Page 3 -- Century Shopping Center News Release
- Page 4 -- Levy Center Speech Notice
- A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS
- Page 5 -- BETTER HOMES & GARDENS Story
- Pages 6-9 -- MICHIGAN LIVING MOTOR NEWS
- Pages 10-12 -- STAR PUBLICATIONS--A three-page story on Baja resulted from the October press trip to that area (circulation: 150,000)
- Pages 13-15 -- CLEVELAND PRESS--Three travel stories by Betty Hughes on the Baja resulted from the October press trip (circulation: 308,545)
- Pages 16-19 -- LOUISVILLE AAA BULLETIN--A three-page and cover story with photos on LaPaz and Cabo San Lucas resulted from the October press trip (circulation: 130,000)
- Pages 20-41 -- JEWISH HERITAGE PRESS TRIP--As a result of this trip, multiple stories about Mexico and its Jewish community appeared in THE AMERICAN JEWISH WORLD (Minneapolis); WISCONSIN JEWISH CHRONICLE; KANSAS CITY JEWISH CHRONICLE; JEWISH PRESS (Omaha);

CLEVELAND JEWISH NEWS; ST. LOUIS JEWISH LIGHT; JEWISH POST & OPINION; and KENTUCKY JEWISH POST AND OPINION

Pages 42-44 -- CHRISTMAS IN MEXICO STORY--The story on Christmas in Mexico that was sent out last month was used in the following publications: CINCINNATI ENQUIRER (circulation: 287,113); CHICAGO DAILY DEFENDER (circulation: 20,691) and STAR PUBLICATIONS (circulation: 150,000)

B. CLIPS ORIGINATING FROM OTHER SOURCES

Pages 45-46 -- CHICAGO TRIBUNE--Feature story and photo about Mexico City and its many beautiful sights (circulation: 1,139,079)

Pages 47-49 -- RAY COUNTY CONSERVATOR (Richmond, Mo.)-- A lengthy feature story about a group of visitors to Mexico and the pleasant time they had (circulation: 3,000)

Pages 50-51 -- MILWAUKEE JOURNAL--A review of the top Mexican hotels and resorts in Acapulco, Manzanillo, Puerto Vallarta, Mexico City, Baja and the Yucatan (circulation: 532,661)

Pages 52-531 -- FAMILY MOTOR COACHING (Cincinnati, Ohio)-- Story about traveling by motor coach to the Panama Canal with a four-day stop in Mexico.

Pages 54-55 -- KANSAS CITY KANSAN--A front page story about a group of visitors to the sister city of Uruapan, Michoacan, Mexico (circulation: 23,029)

Pages 56-58 -- CHICAGO SUN-TIMES--Travel page story about the Colonial cities of Mexico with six photos of the area (circulation: 719,577)

Page 59 -- CHICAGO SUN-TIMES--A feature story about traveling with a child to Mexico and the wonderful experience he had.

MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 6

- Pages 60-61 -- SOUTH BEND TRIBUNE--Two-page feature story by Peter Arnett on Americans living and working in Mexico (circulation: 126,851)
- Pages 62-63 -- DETROIT FREE PRESS--Travel page story by travel editor Rick Sylvain on Puerto Vallarta (circulation: 715,657)
- Page 64 -- MILWAUKEE SENTINEL--Travel story on spending the holiday season in Mexico (circulation: 164,617)
- Page 65 -- MILWAUKEE JOURNAL--Feature story on vacationing in Baja California and other areas on the Sea of Cortez (circulation: 532,661)
- Page 66 -- INDIANAPOLIS NEWS--Travel story on discovering Puerto Vallarta (circulation: 152,367)
- Page 67 -- PAINESVILLE (Ohio) SUNDAY PAPER--A travel story with photo on Oaxaca (circulation: 50,200)
- Page 68 -- COLUMBUS (Ohio) DISPATCH--Travel story on Cocoyoc (circulation: 330,287)
- Page 68 -- MILWAUKEE JOURNAL--A column entitled Notes on Mexico with updated information on Mexican tourism (circulation: 532,661)
- Page 69 -- MANSFIELD (Ohio) NEWS-JOURNAL--Feature story on the attractions in Puebla especially the Mexican food (circulation: 49,464)
- Page 70 -- MILWAUKEE JOURNAL--Travel story by Michael Carlton on Veracruz as a travel destination (circulation: 532,661)
- Page 71 -- COLUMBUS (Ohio) SUNDAY DISPATCH--Feature story on the Madero 80 Restaurant and the Tlaquepaque area in Guadalajara (circulation: 330,287)
- Pages 72-80 -- GORDON QUARNSTROM--Numerous Mexico travel stories by this freelance writer that have appeared in midwest newspapers
- Pages 81-97 -- MISCELLANEOUS CLIPPINGS--The following contains clippings from a variety of daily and weekly newspapers throughout the midwest.

February 15, 1980

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico 5, D.F.

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of January 1980.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro
Jose Luis Llabres
Angel Palacio
Gen. Oliverio Melendez
Vince Hodgins
Joe Scholnick

aaron d. cushman and associates, inc.

333 n. michigan ave.

chicago, ill. 60601

(312) 263-2500

cable: ADCCHGO

MEXICAN NATIONAL TOURIST COUNCIL

February 15, 1980

Philip D. Hoffman

I. PROJECTS COMPLETED

- A. CHICAGOSTYLE MAGAZINE--The group of four journalists and three models successfully completed the photographic assignment in Cabo San Lucas from January 26-February 2. It was a very good trip, and the material will be used in a 75 to 100-page issue of the magazine scheduled for publication Sunday, March 23. The group was very impressed with the area, and it is felt that this issue of the magazine will do much to acquaint Midwestern travelers with Baja as a travel destination.
- B. CENTURY SHOPPING CENTER--The Mexican Fiesta promotion was very successful and resulted in thousands of visitors to the center requesting information about travel to Mexico. It also generated some good publicity in local newspapers. (See clippings section.)
- C. JEWISH HERITAGE PRESS TRIP--Additional stories were completed and published in the KENTUCKY JEWISH POST, THE JEWISH POST AND OPINION, AMERICAN JEWISH WORLD and THE WISCONSIN JEWISH CHRONICLE. (See clippings section.)

II. PROJECTS UNDERWAY

- A. JERRY REEDY--Arrangements have been requested for this freelance writer to go to Cancun to write destination stories for GOING PLACES and MONTGOMERY WARD AUTO CLUB MAGAZINE. We have made arrangements for him to stay at Boca Paila Resort and are working with Budget Car Rentals to arrange transportation while he is there. Requested airline arrangements from the Consejo.

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- B. BRANIFF FLYING COLORS & GOOD HOUSEKEEPING--Chicago freelance writer Paul Martin and photographer Mary Jane Roy have assignments for stories from these two magazines and arrangements are underway for their trip to Cuernavaca and Mexico City to gather information and shoot photos.
- C. IRIS & MICKEY JONES--Detroit writers with definite publication commitments would like to join Richard and Mary Magruder on their March 7-14 Mexico trip. The Kofoed Agency has requested the Magruder arrangements, and we have requested the Jones arrangements.
- D. DAYTON'S DEPARTMENT STORE--Contacted the promotion director of this Minneapolis store to set up a meeting in March to discuss a ~~sterowide~~ Mexico promotion during the Aquatennial celebration this summer.
- E. MILWAUKEE SENTINEL--Working with Dorothy Andries, travel editor, on plans for her editorial trip to Mexico City and Acapulco. The newspaper will pay its own expenses.

III. PROJECTS BEING PLANNED

- A. INCENTIVE HOUSE PROMOTION--Still working with John Doyle on preliminary plans for incentive company promotions in the Midwest. Concrete plans have not been formulated yet.
- B. TRAVELAGE MID-AMERICA--Contacted Linnea Smith Jessup to discuss special Mexico issue on April 14. Next step is to set up interviews with Sr. Hodgins and a Midwest wholesaler.
- C. SPRING PRESS TRIP--Planning to set one up after the winter season rush is over. Destinations not yet determined.
- D. ROTARIAN MAGAZINE--Asked to contact them in spring for possible editorial trip.

IV. SERVICES PERFORMED

- A. Provided Group Travel Services, Kansas City, Mo., with photos of Cancun for use in promoting a trip to that area.

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MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 3

- B. Jack Parry, GARY (Ind.) POST TRIBUNE, requested background material on scuba diving in Cozumel plus black and white photos, which we provided.
- C. Photos of Tijuana were sent to KIWANIS MAGAZINE for use in a teenage travel section.
- D. Black and white photos of Taxco, Acapulco and Mexico City were sent to the Toledo Auto Club for use in promoting those destinations.
- E. Sent to Laura Hockaday, travel editor, KANSAS CITY STAR, photographs and background material on Cancun, Tulum, Cozumel, Uxmal and Baja.
- F. The LOUISVILLE AAA requested black and white photos of Puerto Vallarta, Guadalajara and Cancun.
- G. Sent to Total Travel information on Mexico's railroads and cities in Northern Mexico.
- H. Provided the American Nurses Association in Kansas City with photos of Mexico City and Acapulco to promote convention travel there.
- I. Prepared the following for the Consejo Director in Chicago:
 - 1. Notice to the travel industry of available reprints from GOURMET MAGAZINE article.
 - 2. Memo to the travel industry on the new 10 percent tax.
 - 3. Information to travel wholesalers on a new spa, Teboada, in central Mexico.

V. RELEASES

- A. January 4, 1980 -- MYSTERIOUS PALENQUE
Sent to all daily and suburban newspapers.
Photo available upon request.
- B. January 23, 1980 -- PRIVATE AIRCRAFT CAN REFUEL BY CREDIT CARD IN MEXICO
Sent to all daily newspapers.

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MEXICAN NATIONAL TOURIST COUNCIL
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VI. INDEX OF CLIPPINGS

- Page 1 - Monthly Report
- Page 2 - Palenque News Release
- Page 3 - Private Aircraft News Release
- Page 4 - Century Shopping Center Release

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

- Pages 5-7 - MEXICAN FESTIVAL--Mentions of the Mexican Festival at the Century Shopping Center appeared in the CHICAGO SUN-TIMES, CHICAGO TRIBUNE, SUBURBAN JOURNAL, THE GOOD NEWS WEEKLY. Total circulation of these publications: 1,752,635
- Page 8 - GAMBLE NEWS--A story and photos of Acapulco, which we provided, appeared in this company publication to promote a dealer meeting in Mexico.
- Page 9 - CHICAGO SUN-TIMES--A story on Puerto Vallarta by Joel Slead contained photo which we provided (circulation: 719,577)
- Pages 10-11 - DES PLAINES (Ill.) JOURNAL--Carried a feature story on Puerto Vallarta for which we provided photos (circulation: 17,200)
- Pages 12-21 - JEWISH HERITAGE PRESS TRIP--Additional stories from this trip appeared in THE JEWISH POST & OPINION, WISCONSIN JEWISH CHRONICLE, KENTUCKY JEWISH POST and AMERICAN JEWISH WORLD.

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Page 22 - DETROIT NEWS--Feature story on Ixtapa-Zihuatanejo, with photos and a map, was written by a member of the newspaper's staff (circulation: 820,140)
- Page 23 - GOLF COURSE MANAGEMENT--Story about golf tournament in Guadalajara (circ: 10,700)
- Page 24 - MILWAUKEE JOURNAL--Travel story about Tijuana (circ: 532,661)

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MEXICAN NATIONAL TOURIST COUNCIL
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- Page 25 - DES PLAINES (Ill.) HERALD--Travel story and photo on new tourist records in Mexico (circulation: 13,520)
- Pages 26-27 - CHICAGO TRIBUNE--Oaxaca feature and photos by Patricia Brooks (circulation: 1,139,079)
- Pages 28-30 - MOLINE (Ill.) DISPATCH--A feature story and photo about the Copper Canyon and the many tourist attractions it offers (circulation: 37,185). Same story appeared in the KANKAKEE (Ill.) JOURNAL (circulation: 35,394)
- Page 31 - BROOKFIELD (Mo.) NEWS-BULLETIN--This newspaper carried an AP story on Mexico tourism bargains (circulation: 5,496)
- Pages 32-34 - MILWAUKEE SENTINEL--Travel feature on Cozumel with photos of El Castillo at Chichen Itza, beach scenes and map of area (circulation: 164,617)
- Page 35 - STEUBENVILLE (Ohio) HERALD-STAR--Carried an AP story on the many tourists that are visiting Mexico (circulation: 23,281)
- Page 36 - ECONOMIST NEWSPAPERS--Two editions of this newspaper chain carried stories on the Aztec Eagle by Connie Sherley (circulation: 49,100)
- Page 37-38 - UPI--Story with travel tips on Mexico appeared in the:
FLINT (Mich.) JOURNAL (circ: 105,494)
KALAMAZOO GAZETTE (circ: 64,053)
PESTUS (Mo.) NEWS-DEMOCRAT (circ: 5,858)
ST. LOUIS POST DISPATCH (circ: 455,121)
- Pages 39-42 - MURRAY BROWN STORY--This UPI travel writer's feature on Puerto Vallarta appeared in the:
FLINT (Mich.) JOURNAL (circ: 105,494)
FLAT RIVER (Mo.) JOURNAL (circ: 9,474)
KALAMAZOO (Mich.) GAZETTE (circ: 64,053)

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MEXICAN NATIONAL TOURIST COUNCIL
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- Pages 43-44 - JOEL SLEED STORY--Travel story on Puerto Vallarta appeared in the:
MUSKEGON (Mich.) CHRONICLE (circ: 47,028)
GREEN BAY (Wisc.) PRESS-GAZETTE (circ: 69,134)
- Pages 45-46 - MILTON ROCKMORE STORY--This feature on Mexico being the best foreign travel buy appeared in the:
ST. LOUIS GLOBE-DEMOCRAT (circ: 275,020)
DAVENPORT (Iowa) QUAD-CITY TIMES (circ: 80,277)
DES MOINES TRIBUNE (circ: 90,640)
EVANSVILLE PRESS (circ: 44,837)
- Page 47 - SOUTHTOWN ECONOMIST--Three editions of this newspaper chain carried the Murray Brown (UPI) story on Christmas which included Mexico's Posada parties (circulation: 40,100)
- Page 48 - COLUMBUS (Ohio) DISPATCH--Feature story on Mexico City by Greg Gross of Copley News Service appeared with a nighttime photo of the Reforma (circulation: 330,287)
- Pages 49-67 - MISCELLANEOUS CLIPPINGS--The following are clippings from a variety of daily and weekly newspapers throughout the Midwest.

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cable ADCCHG
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March 17, 1980

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico 5, D.F.

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of February 1980.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro
Francisco Bayardo
Jose Luis Llabres
Angel Palacio
Gen. Oliverio Melendez
Vince Hodgins
Joe Scholnick



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cable: ADCCHG

PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL
Date: March 17, 1980
Account Executive: Philip D. Hoffman

I. PROJECTS COMPLETED

- A. JERRY REEDY TRIP -- Travel writers and photographers Jerry and Susan Reedy completed their trip to the Yucatan to gather material and photographs for GOING PLACES MAGAZINE, MONTGOMERY WARD AUTO CLUB MAGAZINE and possible newspaper articles.
- B. PAUL MARTIN TRIP -- Travel writer Paul Martin and photographer/writer Mary Jane Roy completed their trip to Mexico City and Cuernavaca to gather material and photographs for stories in BRANIFF FLYING COLORS and GOOD HOUSEKEEPING. Upon their return, we were also able to put them in touch with the travel editor of the ST. LOUIS POST DISPATCH, who is interested in running their stories.
- C. INLAND DAILY PRESS ASSN. -- Provided Mexico with the names and itinerary of the members of the Inland Daily Press Assn., so they could be met upon arrival in Mazatlan March 5. The group consisted of nine newspaper editors from the Midwest.
- D. FILM STUDIO MAILING -- Sent to a large list of film studio and advertising agencies in the Chicago area a letter suggesting possible tie ins with films, commercials, etc., in which Mexico is used as a background or location with identifying credits.
- E. OAG -- Provided the editor of the Official Airline Guide with a Calendar of Events in Mexico between June and November 1980 to be included in the upcoming edition of the book.

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- F. THOMAS COOK -- Worked with Rod Fensom, regional manager of this well-known travel company, and provided him with slides of Mexico which were used on the following television programs:
1. Morning Exchange, WEWS-TV, Cleveland
 2. Midday, KSDK-TV, St. Louis
 3. Pittsburgh Today, KDKA, Pittsburgh
 4. AM Pittsburgh, WTAE-TV, Pittsburgh
- G. ADVERTISING PHOTOS -- Supervised for Cannon Advertising photography of Frank Duran, president of The Connection, and Betsy Sugarman, president, Travel Merchants Ltd., Chicago, for use in travel trade advertising.
- H. DETROIT NEWS -- Alerted Mexico that Charles Manos of the DETROIT NEWS will be visiting Acapulco on March 6 and should be provided with VIP treatment.

II. PROJECTS UNDERWAY

- A. IRIS & MICKEY JONES -- Finalizing plans for the March 7-14 visit of these Detroit writers who will join Richard and Mary Magruder to Mexico. Coordinated plans with the Kofoed Agency, which is handling the Magruder arrangements.
- B. DAYTON'S DEPARTMENT STORE -- Set up a meeting with Maureen Wright, director of special events, Dayton's, Minneapolis, for March 19 to discuss a possible Mexican store-wide promotion for this summer.
- C. WOODALL'S CAMPGROUND DIRECTORY -- Contacted Mexico for a list of privately-owned campgrounds which this publication would like to publish.
- D. YUCATAN PRESS TRIP -- Contacting leading publications in the Midwest to invite them to go on a press trip to Cozumel and Merida April 12-19.
- E. TRAVELAGE MIDAMERICA -- Still working with Linnea Smith Jessup on setting up an interview with Vince Hodgins to obtain material for the April 14 Mexico issue.

- F. JACK PARRY -- Requested arrangements from Mexico for trip to Cozumel for this outdoor writer and television personality.

III. PROJECTS BEING PLANNED

- A. CONSEJO SEMINARS -- Working with Sr. Navarro to provide backup public relations for a series of travel industry seminars he is planning but has not yet scheduled.
- B. TIANGUIZ -- Planning to contact the press as soon as invitations are issued by Mexico.
- C. INCENTIVE HOUSE PROMOTION -- Still working with John Doyle on preliminary plans for incentive company promotions in the Midwest. Concrete plans to be formulated.
- D. AMERICAN AIRLINES -- Preliminary discussions have begun on developing joint promotion similar to "Three Nights To Remember" or special interest trip to Mexico.
- E. NEBRASKA & KANSAS SEMINARS -- Working with Sr. Bayardo to provide backup public relations for April seminars.

IV. SERVICES PERFORMED

- A. Provided Ann Prezelomski of the Youngstown Vindicator with a photo of Guanajuato to accompany agency story she is running.
- B. Sent Sr. Sanchez-Navarro names of two travel agents for possible invitations to Tianguiz.
- C. Prepared for Sr. Sanchez-Navarro a memo to the travel industry announcing a new hotel facility in Acapulco.
- D. Supplied photos of Acapulco to Ingalls Public Relations Agency for use in a promotional newsletter they are preparing for their client C.E. Morgan.
- E. Sent to Laidlaw Brothers, publishers of text books, a photo of the cliff divers in Acapulco for possible inclusion in one of their books.

- F. Gloria Stemper of the International Office of the Wisconsin Department of Business Development requested photos of Mexico City to promote a trip there.
- G. Freelance writer Randy Mink requested a selection of Mexico slides for possible editorial use.
- H. Provided color slides to Rod Fensom of Thomas Cook for use in promoting Mexico travel.

V. RELEASES

- A. February 4, 1980 -- RELEASE ON ALICIA LOPEZ-COLLADA
A release announcing the new conventions and incentives representative. Sent with photo to trade publications and major newspapers.
- B. February 5, 1980 -- ROOMS AVAILABLE AT KEY DESTINATIONS
Story on good accommodations available in Mexico. Sent to major and weekly newspapers.
- C. February 12, 1980 -- MEXICO, A LIVING MUSEUM
Story on Mexico art in both indoor and outdoor museums. Sent to all daily and suburban newspapers. Photo available upon request.
- D. February 22, 1980 -- GUANAJUATO
Destination story on this picturesque colonial city. Sent to all daily and suburban newspapers. Photo available upon request.

VI. INDEX OF CLIPPINGS

- Page 1 -- Monthly Report
- Page 2 -- Alicia Lopez-Collada News Release

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- Page 3 -- Rooms Available News Release
- Page 4 -- Mexico, A Living Museum Story
- Page 5 -- Guanajuato Feature Story
- A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS
- Pages 6 & 7 -- ST. LOUIS JEWISH LIGHT -- Another feature on Mexico which resulted from the Jewish Heritage trip. Story contains photos of Sr. Miguel Aleman, Jose Lopez Portillo and Luis Echeverria.
- Page 8 -- ST. LOUIS JEWISH LIGHT -- In a special honeymoon section, editor, Robert Cohn, has a section recommending Mexico.
- Page 9 -- COPLEY NEWS SERVICE -- As a result of the October press trip to Baja California, Copley has released this story on Baja written by Don Merwin, who went on the trip. (Possible circulation: 25 million)
- Page 10 -- KANSAS CITY STAR -- The Baja story by Jean Adelsman, who went on the October press trip, appeared in this newspaper as well as the CHICAGO SUN-TIMES, the newspaper for whom she works.
- Page 11 -- KEYNOTER -- This publication, which goes to high school Key Club members nationwide, carried a story on Mexico as a post-convention destination after their national meeting in June in San Diego.
- Pages 12 & 13 -- KANSAS CITY STAR -- Photo of parasailing in Mexico supplied to this newspaper for publication with a syndicated story on Puerto Vallarta (circulation: 401,148)
- Page 14 -- MARQUIS APPOINTMENT BOOK -- This publication contained a section on "Going To Mexico" for which we provided information (circulation: 1 million)

- Page 15 -- HINSDALE NEWSPAPERS -- Four editions of this newspaper chain carried an item about the Mexican film festival at Century Shopping Center (circulation: 4,886)
- B. CLIPS ORIGINATING FROM OTHER SOURCES
- Pages 16 & 17 -- CHICAGO TRIBUNE -- Two feature stories on Acapulco with a photo and map. One is about the Acapulco dining and night life and the other article contains tips for enjoying an Acapulco holiday (circulation: 1,139,079)**
- Page 18 -- CHICAGO SUN-TIMES -- Feature story on Mexico as a vacation bargain during a period of inflation in the U.S. (circulation: 719,577)
- Page 19 & 20 -- DETROIT NEWS -- Travel story on Taxco describing what it has to offer with emphasis on silver and sightseeing (circulation: 820,140)
- Page 21 -- WICHITA EAGLE AND BEACON -- Story on Wichita's sister city, Tlalnepantla, Mexico, with two photos of the city (circulation: 177,905)
- Page 22 -- CLEVELAND PRESS -- Story on the ruins of Uxmal with a photo of the Pyramid of the Magician (circulation: 325,000)
- Pages 23 - 25 -- FORD TIMES -- Travel story on Cuautla and the spa that is located there with color photos (circulation: 1,800,000)
- Page 26 -- GREEN BAY (Wisc.) PRESS-GAZETTE -- Story about a local couple who visited Puerto Vallarta and the good time they had there (circulation: 69,962)

MEXICAN NATIONAL TOURIST COUNCIL
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- Pages 27 - 29 -- MICHIGAN LIVING -- Extensive feature story on Puerto Vallarta with eight color photos (circulation: 800,000)
- Pages 30 & 31 -- CHICAGO SUN-TIMES -- Full-page travel story on visiting Mexico City for the first time with four color photos of various locations (circulation: 719,577)
- Page 32 -- ST. PAUL PIONEER PRESS -- The story of Zihuatanejo and how Fonatur developed neighboring Ixtapa (circulation: 244,261)
- Page 33 -- MILWAUKEE JOURNAL -- UPI feature by Dave Richwine on vacationing in the Yucatan (circulation: 532,661)
- Page 34 -- CHICAGO TRIBUNE -- Horace Sutton story on Puerto Vallarta discusses the American actors who helped make it famous and features a photo of the new Fiesta Vallarta (circulation: 1,139,079)
- Pages 35 & 36 -- NEBRASKA LIVING -- Travel story on Ixtapa, how it was developed and what there is to see and do (circulation: 82,000)
- Page 37 -- SPRINGFIELD (Ill.) STATE JOURNAL REGISTER -- Travel story on Zihuatanejo with a description of the beaches and food (circulation: 71,940)
- Pages 38 - 46 -- AP STORY -- A travel story by John Eagan stresses the bargain prices for Americans vacationing in Mexico. The story appeared in 16 newspapers with a circulation of over 2.4 million.
- Pages 47 & 48 -- HERALD NEWSPAPERS -- News story on the 14 percent increase of American tourists to Mexico from January to June 1979 appeared in eight editions of this newspaper chain (circulation: 62,116)

MEXICAN NATIONAL TOURIST COUNCIL
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Pages 49 - 52

-- HERALD NEWSPAPERS -- Feature story on Matamoros as a travel destination in Mexico (circulation: 62,116)

Page 53

-- UPI STORY -- Tips on successful traveling in Mexico appeared in the:

MINNEAPOLIS TRIBUNE (circ: 607,872)

INDIANAPOLIS STAR (circ: 357,706)

SOUTH BEND TRIBUNE (circ: 126,851)

Pages 54 - 57

-- LA TIMES STORY -- A feature on Rancho Buena Vista by Earl Gustkey appeared in the:

DETROIT NEWS (circ: 820,140)

LOUISVILLE COURIER-JOURNAL (circ: 206,903)

ST. PAUL PIONEER PRESS (circ: 241,915)

Pages 58 & 59

-- KNIGHT RIDDER NEWSPAPERS -- A Rick Sylvain story on Puerto Vallarta appeared in the:

WILLOUGHBY (Ohio) NEWS-HERALD (circ: 31,875)

GARY POST-TRIBUNE (circ: 83,675)

Pages 60 & 61

-- UPI STORY -- A travel feature on Puerto Vallarta by Murray J. Brown appeared in the:

MINNEAPOLIS TRIBUNE (circ: 607,872)

SAGINAW (Mich.) NEWS (circ: 55,193)

Pages 62 - 66

-- GORDON QUARNSTROM STORIES -- A variety of stories on Mexico by this freelance writer appeared in a number of suburban newspapers in and around Chicago.

Pages 67 - 69

-- COPLEY NEWS SERVICE -- This news service ran three different stories on Mexico in the:

COLUMBUS (Ohio) SUNDAY DISPATCH
(circulation: 330,287)

DYERSVILLE (Iowa) COMMERCIAL
(circulation: 4,320)

MANITOWOC (Wisc.) HERALD-TIMES-
REPORTER (circulation: 18,649)

Pages 70 - 91

-- MISCELLANEOUS CLIPPINGS -- The following are clippings from a variety of daily and weekly newspapers throughout the Midwest.

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cable ADCCHGO
telex 25-4005

April 16, 1980

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico 5, D.F.

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of March 1980.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

A handwritten signature in cursive script, reading "Philip D. Hoffman". The signature is written in dark ink and is positioned above the typed name and title.

Philip D. Hoffman
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro
Francisco Bayardo
Jose Luis Llabres
Angel Palacio
Gen. Oliverio Melendez
Vince Hodgins
Joe Scholnick



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500

cable: ADCCHGO

PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL
Date: April 16, 1980
Account Executive: Philip D. Hoffman

I. PROJECTS COMPLETED

- A. COCOYOC PRESS VISIT -- At the request of the Consejo, we invited members of the press from the Midwest to attend the dedication of new facilities, including the "Miguel Aleman" Hospitality Room. After the necessary arrangements were made, the trip was cancelled because Mexicana Airlines was unable to provide the tickets.
- B. TIANGUIS TURISTICO
 - 1. Compiled the list of press to be invited from the Midwest to the Tianguis and sent the forms to Vince Hodgins in New York.
 - 2. Contacted the University of Illinois and invited Mr. Thomas B. Littlewood, head of the Journalism Department, to serve as a La Pluma de Plata Mexicana judge. He accepted.
- C. TRAVELAGE MIDAMERICA INTERVIEW -- Set up an interview for Vince Hodgins with editor Linnea Smith-Jessup so she could obtain updated material on what's new in Mexico travel for the special Mexico issue, April 14.
- D. MINNEAPOLIS AQUATENNIAL/DAYTON'S DEPARTMENT STORE -- Accompanied Sr. Sanchez-Navarro to Minneapolis where he met with the Aquatennial representatives to discuss this year's participation. Also met with the director of special events at Dayton's Department Store to discuss a special in-store promotion during the Aquatennial.

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- E. BAJA STORIES -- Per the request of Joe Scholnick, we went through our files and sent him all of the Baja stories and clippings which have appeared in the Midwest in the past year.

II. PROJECTS UNDERWAY

- A. YUCATAN PRESS TRIP -- Finalizing plans for the Midwest press trip to Cozumel, Merida, Chichen Itza, Tulum and Uxmal scheduled for April 12-19. Those on the trip include:
1. Stephen Carlson, HOME & AWAY MAGAZINE, Omaha, Nebraska (circulation: 1.3 million)
 2. Jean Darack, REGISTER & TRIBUNE SYNDICATE, Chicago, Illinois (circulation: 4 million)
 3. Jack Wessling, FAIRCHILD PUBLICATIONS, Cincinnati, Ohio, who will also be writing for the CINCINNATI ENQUIRER (circulation: 284,000) and YOUNGSTOWN VINDICATOR (circulation: 153,000)
 4. Don Picard, EASY LIVING MAGAZINE, St. Paul, Minnesota (circulation: 350,000)
 5. Dorothy Austin, SOUTHWEST MESSENGER NEWSPAPERS, Chicago, Illinois (circulation: 80,000)
- B. HIGBEE DEPARTMENT STORE -- Setting up a meeting with representatives of this leading Midwest store in Cleveland, Ohio, to discuss participation in their "Mexico Magnifico" promotion scheduled for October 24 - November 8.
- C. NEBRASKA & KANSAS SEMINARS -- Working with Sr. Bayardo on public relations efforts to support these seminars scheduled for April 28, 29, 30 and May 1. Announcement material sent to TRAVELAGE MIDAMERICA (see clipping section).
- D. CHICAGO PHOTO EXHIBIT -- Sr. Sanchez-Navarro and I are working with the John Hancock Building to set up a July 7-12 Mexico photo exhibit. The photos are the work of Mrs. Jadwiga Lopez, who has done some outstanding work in Mexico.

- E. INCENTIVE HOUSE PROMOTION -- Met with John Doyle and discussed a specific promotion with S&H in Chicago. We will pursue to set up for late summer or early fall.

III. PROJECTS BEING PLANNED

- A. MEXICO WEEK -- Sr. Navarro and I will begin discussing specific plans for Mexico Week in Chicago.
- B. FASHION CATALOG -- Sent a preliminary letter to Janet Daly, advertising director, Dayton's Department Store, reopening the question of photographing a fashion catalog in Mexico next year.
- C. JACK PARRY -- Due to ban on visitation trips prior to Tianguis, the trip for this outdoor writer and television personality will have to be planned at a later date.
- D. AMERICAN AIRLINES -- Still planning to work closely with them on a special press promotion to the West Coast of Mexico as soon as time permits.

IV. SERVICES PERFORMED

- A. Sent to Gordon Shepard, Key Club Travel, photos of Zihuatanejo to be used in material to promote special trips to that area.
- B. Provided United Airlines Public Relations in Chicago with photos of Mexico City, Cuernavaca, Taxco and Acapulco for use in materials to promote an employee trip to those destinations.
- C. Betty French of Group Travel Services, Kansas City, Missouri, requested photos of Cancun and Mexico City for use in a travel brochure.
- D. Prepared for Sr. Sanchez-Navarro a travel industry notice concerning amphibious air service available in the Yucatan.
- E. Sent writer Linda Tritz background material on Mazatlan and Acapulco for use in GOING PLACES TRAVEL NEWSLETTER.

- F. Received a request from the BUFFALO EVENING NEWS for slides on Puerto Vallarta, which they were unable to receive in their geographic area.
- G. Background information and photos of Cancun, Cozumel and Ixtapa were sent to Youngstown State University for use in material to promote a trip to that area.
- H. Freelance writer Iris Jones requested additional background material on Patzcuaro and San Miguel de Allende to supplement material obtained on her recent trip there.
- I. Sent to the editor of CRUISE TRAVEL MAGAZINE black and white photos of Cozumel for editorial use.
- J. Prepared for Alicia Lopez-Collada remarks about Mexico to present at the Adventures Club, Friday, March 28.

V. RELEASES

- A. March 18, 1980 -- STORY ON EASTER IN MEXICO

A feature story on the many activities that take place during Holy Week in Mexico.

Sent to major and suburban newspapers.

- B. March 31, 1980 -- DAY TRIPS FROM MEXICO CITY

A destination story on the many attractions in locations a short drive from the capital, including Puebla, Toluca and Teotihuacan.

Sent to dailies and weekly newspapers with photos available upon request.

VI. INDEX OF CLIPPINGS

- Page 1 -- Monthly Report
- Page 2 -- Adventures Club Remarks for Alicia Lopez-Collada

- Page 3 -- Story on Easter in Mexico
- Page 4 -- Story on Day Trips from Mexico City
- A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS
- Page 5 -- CHICAGO SUN-TIMES/Chicagostyle Magazine -- This 64-page fashion issue shot in Cabo San Lucas contained credits on pages 4, 17, 33 and 48. All the fashion photos were shot on location in Mexico. (circulation: 719,577)
- Page 6 -- TRAVELAGE MIDAMERICA -- Ran the photo of Alicia Lopez-Collada and the announcement of her appointment as convention and incentives representative for the Consejo. (circulation: 8,500)
- Page 7 -- TRAVELAGE MIDAMERICA -- The seminar announcements for Kansas City, Lincoln and Omaha, Nebraska, were carried in the Seminars Column. (circulation: 8,500)
- Page 8 -- YOUNGSTOWN (Ohio) VINDICATOR -- Ran the story/photograph on Guanajuato which we sent them. (circulation: 149,696)
- Page 9 -- GRAND ISLAND NEBRASKA -- Also carried the Guanajuato story. (circulation: 23,370)
- Pages 10 - 12 -- OBSERVER-ECCENTRIC NEWSPAPERS -- This Michigan chain of 12 community newspapers ran two feature articles on Mexico by Iris Sanderson Jones, which she wrote as a result of her recent visit to Mexico. (circulation: 147,176)
- Page 13 -- THE LION -- A story on the Home for the Blind in Puebla was written for this publication by Fernando Fernandez, who we sent to Mexico last year. (circulation: 700,000)

- Pages 14 - 15 -- THE JEWISH PRESS -- A two-page photo story on the Holocaust Museum in Mexico appeared in this publication. The editor, Morris Maline, was on the December Jewish Heritage press trip. (circulation: 4,600)
- Page 16 -- STAR PUBLICATIONS -- Madelyn Merwin, travel editor, ran our recent story "Easter in Mexico". (circulation: 115,000)
- Page 17 -- DETROIT NEWS -- Charley Manos, a leading columnist for whom we arranged VIP treatment while he was in Acapulco, mentioned Mexico in a recent column. (circulation: 820,140)
- Pages 18 - 22 -- ST. LOUIS POST DISPATCH -- Ray Vodicka, who went with us on the October press trip to Los Cabos, wrote another travel feature on Baja Sur. (circulation: 433,317)

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Page 23 -- CLEVELAND PLAIN DEALER -- A feature story by Horace Sutton on Puerto Vallarta describes the many tourist features and new hotels in the area. (circulation: 453,223)
- Page 24 -- WISCONSIN STATE JOURNAL -- Carried a travel story on Puerto Vallarta by David Butwin of the Christian Science Monitor (circ: 122,831)
- Page 25 -- OMAHA WORLD-HERALD -- A travel story on the Yucatan by UPI's Dave Richwine contained a photo of Chac-Mool at Cancun (circ: 124,765)
- Page 26 -- CINCINNATI POST -- The newspaper's wine editor wrote a column, with a Guadalajara dateline, on the growing beer and wine market in Mexico (circ: 184,475)

- Page 27 -- HERB RAU STORY -- This syndicated travel writer wrote a feature story on Xochimilco which appeared in the:
- LANSING, Ill., SUN JOURNAL, Indiana Edition (circ: 4,000)
- LANSING, Ill., SUN JOURNAL, Illinois Edition (circ: 9,914)
- Pages 28 - 29 -- CHICAGO TRIBUNE -- Tom McNally, outdoor editor, went on a fishing trip to Mazatlan and wrote a series of two articles on his experiences (circ: 1,139,179)
- Page 30 -- CHICAGO TRIBUNE -- A letter to the editor in the travel section referred to a February 10 article on Acapulco. The letter pointed out all the new things happening in Acapulco that were omitted from the February 10 story. (circ: 1,139,179)
- Pages 31 - 33 -- CHICAGO SUN-TIMES -- A full-page feature with five color photos was devoted to the art of Mexico (circ: 719,577)
- Page 34 -- CLEVELAND PRESS -- Ran a travel story on driving in Mexico which emphasizes the low cost of gasoline (circ: 308,545)
- Pages 35 - 36 -- DETROIT FREE PRESS -- A feature story on Taxco with emphasis on the city and its silver business. The story was illustrated with a photo of the Santa Prisca Church (circ: 715,657)
- Pages 37 - 42 -- FAMILY MOTOR COACHING -- The February issue contained an extensive feature story on Mexico with emphasis on driving and shopping.
- Page 43 -- WAUKEGAN (Ill.) NEWS-SUN -- A travel story on Puerto Vallarta contained a photo of the new Fiesta Americana Hotel (circ: 42,028)

MEXICAN NATIONAL TOURIST COUNCIL
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- Page 44 -- ST. LOUIS POST-DISPATCH -- Freelance writer Greg Melikov writes about Mexico City and provides the traveler with tips on health and travel costs (circ: 433,317)
- Page 45 -- KOKOMO (Ind.) TRIBUNE -- This feature story on Ixtapa describes the vacation several local residents had there (circ: 31,390)
- Page 46 -- BRIGHTON PARK LIFE -- Two residents of this suburban Chicago community visited the Yucatan and wrote about what there is to see and do in the area (circ: 26,000)
- Pages 47 - 50 -- UNITED PRESS INTERNATIONAL -- The Murray J. Brown travel story on Puerto Vallarta appeared in five Midwest newspapers with a total circulation of 308,624.
- Pages 51 - 53 -- JOEL SLEED -- This syndicated travel writer's destination story on Puerto Vallarta appeared in three Midwest newspapers with a total circulation of 836,278.
- Pages 54 - 58 -- ASSOCIATED PRESS -- Louise Cook wrote a travel story on customs procedures which included Mexico. Seven Midwest newspapers, total circulation of 91,144, carried the column.
- Pages 59 - 61 -- ASSOCIATED PRESS -- A very favorable story on vacation bargains in Mexico, written by John Eagan, appeared in four Midwest newspapers with a total circulation of 362,790.
- Pages 62 - 65 -- GORDON QUARNSTROM STORIES -- A variety of stories on Mexico by this freelance travel writer appeared in a number of suburban newspapers in and around Chicago.
- Pages 66 - 85 -- MISCELLANEOUS CLIPPINGS -- The following are clippings from a variety of daily and weekly newspapers throughout the Midwest.

public relations
sales promotion
marketing

aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500
cable: ADCCHGO

November 15, 1979

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico 5, D.F.

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of October 1979.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro
Jose Luis Llabres
Angel Palacio
Gen. Oliverio Melendez
Vince Hodgins
Joe Scholnick

offices: chicago • new york • los angeles • miami • cleveland • boston



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cable: ADCCHGO

PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL
Date: November 15, 1979
Account Executive: Philip D. Hoffman

I. PROJECTS COMPLETED

- A. GOOD HOUSEKEEPING -- A story on Mexico City, written by Chicago-based freelance writer Paul Martin, with photos provided by us appeared in the Southeast, Northeast and East Central regional editions. In December, the article is scheduled to run in the Mid-Atlantic and Chicago area editions. (Circulation: 5 million)
- B. THE LION -- Feature story on the Lion Clinic in Merida and tourist attractions in the Yucatan appeared in the October issue and was the result of the trip we arranged for Sr. Fernando Fernandez to Mexico. (Circulation: 660,000)
- C. THE LION EN ESPANOL -- The same story as above in Spanish appeared in the October/November issue.
- D. BAJA PRESS TRIP -- The trip took place October 13-19 and was very successful. Raymond Vodicka, ST. LOUIS POST DISPATCH; Jean Adelsman, CHICAGO SUN-TIMES; Betty Hughes, CLEVELAND PRESS; Donald Merwin, COPLEY NEWS SERVICE; David Stucker, LOUISVILLE AAA; and Madelyn Merwin, STAR PUBLICATIONS, visited Cabo San Lucas and LaPaz where they gathered story material and photos on the area. The first story is scheduled for the ST. LOUIS POST DISPATCH on Sunday, November 4. The CHICAGO SUN-TIMES has scheduled a story for Sunday, December 2.
- E. MEXICO - LAND OF MANY COLORS FILM -- Made final arrangements for representatives of Triton College to go to Mexico City, Acapulco and Merida to shoot this travel film. (Expected viewing audience: 95,000 plus)

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- F. OMAHA WORLD-HERALD -- Learned from Peg Jones, who went on the May press trip to Guadalajara and Mazatlan, that her Mazatlan story will run the week of November 4.

II. PROJECTS UNDERWAY

- A. JEWISH HERITAGE PRESS TRIP -- Plans are being finalized for the December 9-15 trip to Cocoyoc, Mexico City, with emphasis on Jewish and Mexican tourist attractions. Those who will be going are:
1. Robert Cohn, ST. LOUIS JEWISH LIGHT
 2. Gabriel Cohen, JEWISH POST & OPINION
 3. Milton Firestone, KANSAS CITY JEWISH CHRONICLE
 4. Gloria Gold, AMERICAN JEWISH WORLD (Minneapolis)
 5. Bernice Green, CLEVELAND JEWISH NEWS
 6. Larry Hankin, WISCONSIN JEWISH CHRONICLE
 7. Lois Katz, KENTUCKY JEWISH POST & OPINION
 8. Morris Maline, JEWISH PRESS (Omaha)
- B. TENNIS MIDWEST -- Working with the editor who wants to go to Mexico and write a feature story on the various tennis facilities there.
- C. SKYWAY NEWS -- Arranging for the editor of this publication to go to Ixtapa to obtain story material and photos which will be used in January travel columns.
- D. ALLIED GRAPHIC ARTS -- Working with Howard Rapp of this company on the possibility of a Midwest department store shooting its advertising campaign or fashion catalog on location in Mexico.
- E. LOUISVILLE CHAMBER OF COMMERCE -- Contacted Mary Remmers, Special Events Coordinator, to discuss participation in the Latin-American Heritage weekend. Sr. Navarro and I will meet with her for further discussions the first of December.

- F. ROTARIAN MAGAZINE -- The editor of this publication would like to discuss a Mexico story after the first of the year.

III. PROJECTS BEING PLANNED

- A. KANSAS CITY STAR -- Spring press trip to West Coast and Baja for Laura Hockaday, travel editor.
- B. YUCATAN PRESS TRIP -- The owner of Boca Paila has invited us to stay at his resort near Cancun with a press group in February.
- C. MIDWEST PRESS VISITS -- Planning to call on travel editors in the Midwest over a period of months to inform them of the assistance we can offer. A special effort will be made to contact editors in the State of Kansas, which has just been assigned.

IV. SERVICES PERFORMED

- A. Provided color slides of Acapulco, Mexico City, Puerto Vallarta and the Yucatan for use in EASY LIVING Magazine published in St. Paul, Minnesota.
- B. Prepared for Sr. Navarro to send to the travel industry a memo announcing that the Miguel Aleman Annual Award was unveiled at the recent ASTA Convention.
- C. Sent to Ms. Wanda Long in Louisville, Ky., Acapulco photos to promote travel there.
- D. Provided Paul Pinella, assistant editor, Resort Condominiums International, with color slides of Mexico for use in their brochures.
- E. Dick Putman, Total Travel, requested background information on nine Mexico destinations which can be used in their brochures promoting travel to these areas.
- F. Sent to ST. LOUIS Magazine black and white photos of Mexico City, the Yucatan, Baja, Acapulco and Guanajuato for use in that publication.

- G. Provided the CHICAGO SUN-TIMES with color photos of Zihuatanejo, Ixtapa, and Cancun for use in the travel section.
- H. Sent to Ms. Judy Nagle, Dearborn Heights, Michigan, a photo of the University Library Building in Mexico City for use in a college level textbook entitled "The Responsive Arts."

V. RELEASES

- A. September 28, 1979 -- FAIRS & CELEBRATIONS IN NOVEMBER, DECEMBER & JANUARY

Sent to all daily and suburban newspapers.
- B. October 10, 1979 -- COCOYOC, UNIQUE RESORT OUTSIDE MEXICO CITY

Sent to all daily and suburban newspapers. Photo available upon request.
- C. October 25, 1979 -- FOURTH ANNUAL LA PLUMA DE PLATA

Sent to entire mailing list with brochure.
- D. October 29, 1979 -- WHEN YOU DRIVE IN MEXICO, THE ANGELS ARE ON YOUR SIDE

Sent to all daily and suburban newspapers.

VI. INDEX OF CLIPPINGS

- Page 1 -- Monthly Report
- Page 2 -- FAIRS & CELEBRATIONS Story
- Page 3 -- COCOYOC Story
- Page 4 -- LA PLUMA DE PLATA Release
- Page 5 -- GREEN ANGELS Story

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

- Pages 6 & 7 -- GOOD HOUSEKEEPING feature on Mexico City by freelance writer Paul Martin (circulation: 5 million)
- Pages 8 - 12 -- THE LION -- feature story on Merida (circulation: 660,000)
- Pages 13 - 16 -- THE LION EN ESPANOL -- Same story as above in Spanish
- Page 17 -- WASHINGTON UNIVERSITY ALUMNI NEWS -- Feature story on Guadalajara supplied by agency to promote alumni tour

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Pages 18 & 19 -- CHICAGO TRIBUNE -- Feature story on the best beaches in Mexico by Richard Pietschmann includes mentions of Acapulco, Yelapa, Cancun, Cabo San Lucas, Caleta, Manzanillo, Zihuatanejo and Ixtapa (circulation: 1,139,079)
- Page 20 -- CHICAGO SUN-TIMES -- Feature story on Acapulco by Joel Slead from Newhouse News Service (circulation: 719,577)
- Page 21 -- CHICAGO TRIBUNE -- Cancun feature story with photos and map by Nancy W. Drosdick (circulation: 1,139,079)
- Page 22 -- ST. LOUIS POST-DISPATCH -- A Chicago Sun-Times syndicated story on Guadalajara appeared in the travel section (circulation: 456,000)
- Pages 23 - 25 -- ELKS MAGAZINE -- Jerry Hulse wrote a feature story for this publication on Careyes, Mexico (circulation: 1,379,000)
- Page 26 -- DETROIT NEWS -- A feature story about Hussong's Cantina in Ensenada (circulation: 820,140)
- Pages 27 & 28 -- MADISON (Wisc.) TRAVELER -- This monthly magazine carried a feature story on Mexico City, Guadalajara and Puerto Vallarta (circulation: 238,000)

MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 6

- Pages 29 - 38 -- MARIAH MAGAZINE -- Ran a 9½ page story on the Sacred Caves of Huautla (circulation: 200,000)
- Pages 39 - 41 -- ASSOCIATED PRESS -- A story on increasing numbers of tourists to Mexico appeared in the:
- CHICAGO SUN-TIMES (circulation: 719,577)
- THE GRAND RAPIDS (Mich.) PRESS (circulation: 142,777)
- THE COLUMBIA (Mo.) TRIBUNE (circulation: 17,875)
- MONROE (Mich.) NEWS (circulation: 26,211)
- BEMIDJI (Minn.) PIONEER (circulation: 6,984)
- Pages 42 & 43 -- STAN DELAPLANE -- The well-known travel writer's column with mentions of Mexico appeared in the CHICAGO TRIBUNE (circulation: 1,138,079) and ST. LOUIS POST DISPATCH (circulation: 275,020)
- Pages 44 & 45 -- ASSOCIATED PRESS -- Tom Hoge, AP Wine and Food Editor, wrote a feature about Mexican markets that appeared in the:
- JEFFERSON CITY (Mo.) NEWS AND TRIBUNE (circulation: 17,500)
- JACKSONVILLE (Ill.) COURIER (circulation: 8,970)
- WAPAKONETA (Ohio) NEWS (circulation: 4,900)
- Pages 46 - 49 -- MICHAEL CARLTON -- This syndicated travel writer from the Dallas Times Herald wrote travel articles about Mexico which appeared in the:
- KANSAS CITY STAR (circulation: 401,118)
- INDIANAPOLIS STAR (circulation: 357,706)
- TOLEDO (Ohio) BLADE (circulation: 210,607)

- Pages 50 - 55 -- UNITED PRESS INTERNATIONAL -- A feature story on the Yucatan appeared in the following Midwest newspapers:
- CHICAGO SUN-TIMES (circulation: 719,577)
 - COLUMBUS SUNDAY DISPATCH (circulation: 330,287)
 - ST. LOUIS POST-DISPATCH (circulation: 455,121)
 - CHAMPAIGN (Ill.) NEWS GAZETTE (circulation: 41,748)
 - BELLEVILLE (Ill.) NEWS-DEMOCRAT (circulation: 32,902)
 - LA PORTE (Ind.) HERALD-ARGUS (circulation: 13,441)
 - JACKSONVILLE (Ill.) JOURNAL (circulation: 8,522)
- Pages 56 - 63 -- GORDON QUARNSTROM -- A variety of Mexico travel stories by this writer appeared in a number of Midwest newspapers.
- Pages 64 - 78 -- MISCELLANEOUS CLIPPINGS -- The following contains clippings from a variety of daily and weekly newspapers throughout the Midwest.

December 13, 1979

Sr. Guillermo Moreno B.
Coordinator General
MEXICAN NATIONAL TOURIST COUNCIL
Mariano Escobedo No. 726
Mexico 5, D.F.

Dear Sr. Moreno:

Attached is the progress report of the public relations activities undertaken by the Cushman Agency for the Mexican National Tourist Council during the month of November 1979.

Please feel free to contact me if you would like any further information or explanation of any of the attached materials.

Sincerely,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman
Vice President

PDH/dd

cc: Jose Luis Sanchez-Navarro
Jose Luis Llabres
Angel Palacio
Gen. Oliverio Melendez
Vince Hodgins
Jose Scholnick

aaron d. cushman and associates, inc.

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MEXICAN NATIONAL TOURIST COUNCIL

December 13, 1979

Philip D. Hoffman

I. PROJECTS COMPLETED

- A. CONSEJO/THE CONNECTION/AMERICAN AIRLINES SEMINAR--** Assisted with the arrangements for these two travel agent events in November and prepared remarks for Sr. Sanchez-Navarro. The seminars were well attended and created excitement among members of the travel industry.
- B. MEXICAN ART EXHIBIT--**The Consejo office in Chicago sponsored an exhibit of the works of three Mexican painters in the John Hancock Building. The agency prepared a news release on the exhibit and the painters, Alejandro Romero, Renato Sequivel and Antonio Gutierrez.
- C. OMAHA WORLD-HERALD--**A story on Mazatlan, a result of the May press trip to Mazatlan/Guadalajara, was written by Peg Jones for the November 11 edition.
- D. MINNESOTA MOTORIST--**Candy Cumerfield, who also went on the May press trip, had her story on Mazatlan published in the current issue of this magazine.
- E. CONSEJO ANNUAL MEETING--**Completed outline of public relations program for 1980 and presented it at the meeting in New York.
- F. BAJA PRESS TRIP--**The first stories on this October trip have been published in the ST. LOUIS POST DISPATCH and the CHICAGO SUN-TIMES. (See clipping section.)

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- G. **JEWISH HERITAGE PRESS TRIP**--All travel arrangements, via American Airlines, have been completed and all hotel rooms, courtesy the Connection, have been confirmed.

II. PROJECTS UNDERWAY

- A. **CHICAGO STYLE MAGAZINE**--The editor of this Sunday Magazine of the CHICAGO SUN-TIMES would like to photograph an entire spring fashion issue in Mexico. We are arranging with Hyatt International for rooms at Cabo San Lucas and have requested seven airline tickets from Mexicana. The staff would include three models, a photographer, assistant photographer, fashion editor and magazine editor. The trip is being planned for the period January 26 - February 3. As soon as information on the people involved is received, the trip request will be teleped to Mexico.
- B. **LOUISVILLE CHAMBER OF COMMERCE**--Sr. Navarro and I will meet with Mary Remers, special events coordinator, December 19 to discuss participation in the Latin-American Heritage weekend.
- C. **CENTURY SHOPPING MALL**--Sr. Navarro and I are discussing a possible Mexico promotion with the promotion people of this prestigious shopping mall located in the affluent near north side of Chicago.
- D. **PAUL MARTIN/FREE LANCE WRITER**--This writer now has a commitment to write a travel article on Mexico for BRANIFF FLYING COLORS Magazine (circulation: 1.3 million). We are working with him on arrangements to travel to Mexico to obtain the necessary editorial material and photos in February.
- E. **MISSOURI MOTORIST**--Ray Vodicka from the ST. LOUIS POST DISPATCH, who went with us on the October press trip to Baja, has interested the editor of MISSOURI MOTORIST in a free lance travel article on Mexico. We are supplying Vodicka with background and photos of other west coast resort areas.

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III. PROJECTS BEING PLANNED

- A. **INCENTIVE HOUSE PROMOTION**--We spoke with John Doyle in New York, and he promised to send names of contact people at important incentive companies in the Midwest so we can initiate a Mexico promotion.
- B. **YUCATAN PRESS TRIP**--We hope to put together a small press group or individual writers to send to the Yucatan. The owner of Boca Paila has offered to provide accommodations.
- C. **CONSEJO COORDINATION**--Plan to meet with Sr. Francisco Bayardo, regional director in Denver, to discuss and plan activities for the states of Kansas and Nebraska, which have just been assigned to this office.
- D. **AIRLINE PROJECTS**--Will be contacting the public relations directors of Braniff and Eastern Airlines to discuss possible press visitation tie-ins similar to those we have initiated with Mexicana and American Airlines.

IV. SERVICES PERFORMED

- A. Provided the public relations director of the Riviera Hotel in Las Vegas with a slide show of Mexico which will be used in the hotel for one month to promote Mexico travel.
- B. Sent to free lance writer Curtis Casewit, Denver, black and white photos of Mazatlan and Acapulco, which he requested.
- C. DETROITER Magazine requested scenes of Isla Mujeres for use with a Mexico story.
- D. Provided Len Barnes, editor of MICHIGAN LIVING MOTOR NEWS, with the names and telephone numbers of tourist information contacts in Ixtapa, Mazatlan and Manzanillo, which his readers have requested.
- E. Fifteen color slides of Mexico were sent to Paul Pinella of Resort Condominiums for use in their brochure to promote accommodations in Mexico.
- F. Sent to the DETROIT NEWS photographs of Ixtapa/ Zihuatanejo and background material on the area for use in that newspaper.

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MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 4

- G. Provided Aladdin Travel in Chicago with black and white photographs of Cancun and Mexico City for use in their promotional materials.
- H. Prepared for Sr. Sanchez-Navarro a covering letter to the travel industry which was attached to the complete schedule of ferry boat crossings from the mainland to Baja and the Mexican Caribbean.
- I. Sent to R.S.V.P. Travel in Barrington, Illinois, black and white photos of Mexico City, Taxco, Acapulco, Guadalajara and Puerto Vallarta for use in their printed materials.
- J. Provided Babson Brothers in Oak Brook, Illinois, with black and white photos of Mexico City and Puerto Vallarta for use in promoting travel there.

V. RELEASES

- A. November 1, 1979 -- **ASTA ESTABLISHES MIGUEL ALEMAN AWARD**
Sent to all trades, daily and suburban newspapers.
- B. November 9, 1979 -- **MEXICO'S SCUBA DIVING CAPITAL IS COZUMEL**
Sent to all daily and suburban newspapers. Photo available upon request.
- C. November 14, 1979 -- **THREE MEXICAN ARTISTS TO EXHIBIT IN HANCOCK CENTER**
Sent to all Chicago press.
- D. November 20, 1979 -- **POSADAS AND PINATAS SPELL CHRISTMAS MERRY MAKING IN MEXICO**
Sent to all daily and suburban newspapers.

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**MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 5**

VI. INDEX OF CLIPPINGS

- Page 1 -- Monthly Report
Page 2 -- ASTA ESTABLISHES MIGUEL ALERMAN AWARD
Page 3 -- COZUMEL Story
Page 4 -- MEXICAN ARTISTS EXHIBIT Story
Page 5 -- POSADAS CHRISTMAS Story

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

- Pages 6 - 9 -- ST. LOUIS POST DISPATCH feature on deep sea fishing in Baja was a result of the October press trip (circulation: 456,000)
Pages 10 - 12 -- CHICAGO SUN-TIMES feature on fishing in the Baja was a result of the October press trip (circulation: 720,000)
Page 13 -- OMAHA WORLD-HERALD travel story on Mazatlan was a result of the May press trip to Mazatlan and Guadalajara (circulation: 279,000)
Page 14 -- MINNESOTA MOTORIST feature story on Mazatlan was a result of the May press trip to Mazatlan and Guadalajara (circulation: 271,000)
Pages 15 - 19 -- MILWAUKEE JOURNAL special section on Mexico contained material supplied by this office (circulation: 535,000)

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Page 20 -- ST. LOUIS GLOBE-DEMOCRAT--Travel story by John Pinkerman about Tulum with a photo of the area (circulation: 275,020)

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MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 6

- Pages 21 - 23 -- LOUISVILLE JOURNAL--Feature story on travel to Mexico City by staff writer Gregg Swen (circulation: 206,903)
- Page 24 -- INDIANAPOLIS NEWS--Travel story on visiting Tijuana during a trip to Southern California (circulation: 152,367)
- Pages 25 - 27 -- CHICAGO TRIBUNE--Feature story on the twin cities of El Paso and Juarez on the Rio Grande (circulation: 1,139,179)
- Page 28 -- THE GRAND RAPIDS (Mich.) PRESS--Yucatan travel story about Cozumel, Cancun and the ruins (circulation: 142,777)
- Pages 29 - 30 -- THE GRAND RAPIDS (Mich.) PRESS--Extensive feature story on the new resort of Ixtapa complete with two photos of the area (circulation: 142,777)
- Pages 31 - 33 -- CHICAGO TRIBUNE--Full page travel feature story with color photos of the Yucatan ruins by Carol Barrington (circulation: 1,139,179)
- Page 34 -- CEDAR RAPIDS (Iowa) GAZETTE--Feature story about the festivals and holidays in Mexico during December and January (circulation: 75,655)
- Pages 35 - 37 -- FAMILY MOTOR COACHING MAGAZINE--Feature story on a 54-day motor coach caravan that will take place to the Yucatan from January 10 (circulation: not available)
- Pages 38 - 39 -- MONROE (Mich.) NEWS--A two-part series by staff reporter William Kremer on his trip to Mexico City (circulation: 26,211)
- Page 40 -- INDIANAPOLIS STAR--A Dallas Times Herald travel story on visiting Puerto Vallarta (circulation: 357,706)
- Page 41 -- MUSKEGON (Mich.) CHRONICLE--Feature story on the Yucatan including Cozumel and Cancun (circulation: 47,028)
- Page 42 -- TRAVELAGE MIDAMERICA--Story on the active hotel construction in Mexico (circulation: 8,500)

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MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 7

- Pages 43 - 46 -- UNITED PRESS INTERNATIONAL--A Yucatan story by Dave Richwine appeared in 10 midwest newspapers (circulation: 167,610)
- Pages 47 - 50 -- ASSOCIATED PRESS--A story on retired Americans living in San Miguel de Allende appeared in three midwest newspapers (circulation: 443,960)
- Pages 51 - 57 -- ASSOCIATED PRESS--A travel story about the record numbers of tourists to Mexico appeared in 15 midwest newspapers (circulation: 2,117,428)
- Pages 58 - 59 -- ASSOCIATED PRESS--Story on the completion of the new 45-story Hotel de Mexico was printed by four midwest newspapers (circulation: 1,251,119)
- Pages 60 - 61 -- KANSAS CITY STAR and DES MOINES (Iowa) REGISTER carried the Katherine Hatch story on Guadalupe's new attraction as a tourist destination (circulation: 574,738)
- Pages 62 - 65 -- STAN DELAPLANE--This well-known travel writer's columns on Mexico appeared in 14 midwest newspapers (circulation: 5,105,828)
- Pages 68 - 69 -- GORDON QUARNSTROM--Travel stories on Mexico by this travel writer appeared in a number of midwest publications
- Pages 70 - 91 -- MISCELLANEOUS CLIPPINGS--The following contains clippings from a variety of daily and weekly newspapers throughout the midwest.

aaron d. cushman and associates, inc.

338 north michigan avenue chicago, illinois 60601 (312) 263-2500

OCTOBER 13 - OCTOBER 19, 1979 PRESS TRIP:

Raymond Vodicka, ST. LOUIS POST-DISPATCH

Jean Adelsman, CHICAGO SUN-TIMES

Bill Hughes, CLEVELAND PRESS

David Stucker, LOUISVILLE AAA

Madelyn Merwin, STAR PUBLICATIONS

Donald Merwin, Copley News Service

FOR: MEXICAN NATIONAL TOURIST COUNCIL
CONTACT: Philip D. Hoffman

FOR RELEASE

Immediate

ITINERARY FOR PRESS TRIP

CABO SAN LUCAS, LA PAZ

SATURDAY, OCTOBER 13

- 9:00 a.m. (CDT) - Depart Chicago on Mexicana Flt. 803
- 11:50 a.m. (CST) - Arrive Mexico City; meet Everardo Lopez, guide and driver
- 3:35 p.m. (CST) - Depart Mexico City on Mexicana Flt. 938
- 4:55 p.m. (PST) - Arrive San Jose del Cabo; drive to Cabo San Lucas. Hotel: Hyatt Cabo San Lucas
- 7:30 p.m. - Cocktails and dinner: Alfonso's Restaurant

SUNDAY, OCTOBER 14

The morning will be spent on a boat trip to the famous arch where the Sea of Cortes and the Pacific Ocean merge. Here we will photograph the sea lions that live on the surrounding rocks. The trip will also include Cabo Falso, an old lighthouse which stands on the giant rock formations at the tip of the peninsula.

In the afternoon, we will visit the Black Coral Shop where artisans make black coral jewelry. Those interested in visiting other hotels in the area to gather story material can do so. Others in the group can participate in swimming, hiking, tennis or golf.

That evening we will be dinner guests of the Hyatt Cabo San Lucas.

MONDAY, OCTOBER 15

A day of fishing in the famous waters around Cabo San Lucas.

ITINERARY
ADD ONE

TUESDAY, OCTOBER 16

9:00 a.m. - Drive to La Paz, approximately three hours. Stop along the way to photograph scenic areas.

1:00 p.m. - Arrive in La Paz for lunch. Hotel: El Presidente. Afternoon will be spent on a tour of the city.

WEDNESDAY, OCTOBER 17

A day of fishing in the famous waters around La Paz.

THURSDAY, OCTOBER 18

In the morning, the group will pursue individual interests. This includes gathering material on hotels in the area, participating in water sports activities, visiting the Casa de Artisanias, or other shopping areas.

In the afternoon, for those who are interested, we will drive inland to explore and photograph the desert areas west of La Paz along the Trans Peninsula Highway.

FRIDAY, OCTOBER 19

The morning will be free to sun, shop, swim, photograph or visit areas that were missed during the past two days.

1:00 p.m. (PST) - Depart La Paz on Mexicana Flt. 961

3:50 p.m. (CST) - Arrive Mexico City

5:00 p.m. (CST) - Depart Mexico City on Mexicana Flt. 802*

9:35 p.m. (CDT) - Arrive Chicago

* Jean Adelsman, CHICAGO SUN-TIMES, will depart Mexico City at 5:45 p.m. on Mexicana Flt. 910 for Los Angeles, arriving at 8:55 p.m.

DECEMBER 9 - DECEMBER 15, 1979 JEWISH HERITAGE PRESS TRIP:

1. Robert Cohn, ST. LOUIS JEWISH LIGHT
2. Gabriel Cohen, JEWISH POST & OPINION (Indianapolis)
3. Milton Firestone, KANSAS CITY JEWISH CHRONICLE
4. Bernice Green, CLEVELAND JEWISH NEWS
5. Larry Hankin, WISCONSIN JEWISH CHRONICLE
6. Lois Katz, KENTUCKY JEWISH POST & OPINION
7. Robert Krishef, AMERICAN JEWISH WORLD (Minneapolis)
8. Morris Maline, JEWISH PRESS (Omaha, Nebraska)

FOR: MEXICAN NATIONAL TOURIST COUNCIL

CONTACT: Phillip D. Hoffman

FOR RELEASE

FINAL ITINERARY

JEWISH HERITAGE PRESS TRIP

December 9 - 15, 1979

SUNDAY, DECEMBER 9

- 9:30 a.m. - Depart Chicago for Mexico on American Airlines Flt. 57
- 1:35 p.m. - Arrive Mexico City and drive to the resort of Cocoyoc
- 3:30 p.m. - Arrive Cocoyoc. Rest of day is spent enjoying the facilities at the resort.

MONDAY, DECEMBER 10

The morning will be spent enjoying the facilities at Cocoyoc. In the afternoon, we will drive to Cuernavaca for shopping and sight-seeing. Some of the attractions in this resort town are the Palace of Cortes, built in 1530, and containing Diego Rivera murals; the Cathedral, started in 1529 and one of the oldest churches in Mexico; Borda Gardens, one time summer home of Maximilian and Carlota; Emaus cermaic factory; and Las Plazas and Las Campanas shopping centers. Dinner in Cuernavaca and then return to Cocoyoc.

TUESDAY, DECEMBER 11

In the morning we will drive to Mexico City and check into our hotel, The Fiesta Palace. The remainder of the day will be spent visiting the Beth Israel Community Center and Temple, and the Maguen David-Sedaka Umarpe Temple. If time permits, we will visit Chapultepec Park and Castle.

WEDNESDAY, DECEMBER 12

Breakfast at 8:30 a.m. in the hotel will be with Sr. Sergio Nudelstejer, who is General Secretary of the Israeli Committee in Mexico and the representative of the American Jewish Committee in Mexico. At 12 noon, we will meet Sr. Miguel Aleman, former President of Mexico and President of The Mexican National Tourist Council, at the Council offices. Other stops today will be a visit to the Jewish School (Colegio Israelita) and the Ashkenazi

FINAL ITINERARY
ADD ONE

Kehillah at Acapulco St. 70. Here is located the Holocaust Museum, the Arnold Belkan mural and the Jewish Gift Shop. This evening we will attend the Folkloric Ballet.

THURSDAY, DECEMBER 13

In the morning we will visit the Israeli Sports Center, have lunch, and spend the afternoon at the Museum of Anthropology, one of the most famous in the world.

FRIDAY, DECEMBER 14

In the morning we will visit the Plaza of the Three Cultures. In the afternoon we will drive to Pachuca and then to Venta Prieta, where we will attend Sabbath Services with the Jewish residents. This is the first night of Chanukah.

SATURDAY, DECEMBER 15

10:55 a.m. - Depart Mexico City on American Airlines Flt. 104

2:37 p.m. - Arrive Chicago

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