

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

RECEIVED
DEPARTMENT OF JUSTICE
APR 22 11 50 AM '81
REGISTRATION UNIT
CRIMINAL DIVISION

SUPPLEMENTAL STATEMENT

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

For Six Month Period Ending APR 07 1981
(Insert date)

Name of Registrant Registration No.
Aaron D. Cushman and Associates, Inc. 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 ☐	No ☐
(2) Citizenship	Yes ☐	No ☐
(3) Occupation	Yes ☐	No ☐

(b) If an organization:

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

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

New branch office established: Aaron D. Cushman and Assoc., Inc.
280 S. Beverly Drive
Suite 312
Beverly Hills, California 90212

Branch office not involved with any foreign principal.

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.

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

If yes, furnish the following information:

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

If yes, furnish the following information:

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

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

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

If yes, furnish following information:

Name and address of foreign principal

Date acquired

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

Mexican National Tourist Council

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:

Mexican National Tourist Council--We were responsible for the execution of a public relations/publicity program directed towards the Midwestern states of the United States, and whose sole purpose is the encouragement of tourist travel to Mexico.

Please see: 1) Enclosed Monthly Reports
2) Enclosed Press Releases
3) Enclosed Itinerary and List of Participants for Press Trip

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

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

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

Yes ☐ No ☒

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

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

Yes ☐ No ☒

If yes, describe fully.

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>
10/8/80 to 4/7/81	Mexican National Tourist Council	Fees & Expenses	\$45,400.00

\$45,500.00

Total

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
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(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.)

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.)

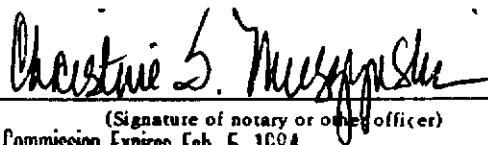


Aaron D. Cushman, President

Subscribed and sworn to before me at

Chicago, Illinois

this 16th day of April, 19 81



(Signature of notary or other officer)

My Commission Expires Feb. 5, 1984

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.

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CRIMINAL DIVISION
WASHINGTON, D. C. 20530

REGISTRATION UNIT
CRIMINAL DIVISION

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

Aaron D. Cushman
Signature

4-16-81
Date

Aaron D. Cushman

Please type or print name of
signatory on the line above

President, Aaron D. Cushman and Associates, Inc.

Title

15. (a) DISBURSEMENTS-MONIES

Financial information for Mexican National Tourist Council
10/8/80 through 4/7/81.

Date	To Whom	Purpose	Amount
10/8/80	Janet Blair	Misc. expenses	\$ 4.20
18/8/80	Philip Hoffman	Trip exp. Mexico 10/12-18	1,649.15
10/8/80	Burrelle's Press Clipping	Press Clipping	121.92
10/8/80	Joseph Jedd Photography	Photography	175.00
10/8/80	National Photo Service	Photos	11.50
10/8/80	Northwest Mailing	Letter service	52.45
10/15/80	Horders	Supplies	47.50
10/16/80	Cash	Copies	80
10/16/80	Janet Blair	Misc. expenses	1.60
10/22/80	Philip Hoffman	Trip exp. Cleveland 10/24-26	173.35
10/22/80	Philip Hoffman	Misc. expenses	31.15
10/29/80	Federal Express	Air freight	20.00
11/13/80	Philip Hoffman	Trip exp. NYC 11/16-20	411.41
11/13/80	Philip Hoffman	Misc. expenses	12.25
11/18/80	Burrelle's Press Clipping	Press clipping	125.56
11/18/80	Joseph Jedd Photography	Photography	33.00
11/18/80	Northwest Mailing	Letter Service	30.20
11/20/80	Horders	Supplies	133.56
11/25/80	Philip Hoffman	Misc. expenses	13.94
12/5/80	Aaron D. Cushman	Trip exp. Mexico 12/6-12	285.00
12/9/80	Cash	Cabs	4.25
12/12/80	Philip Hoffman	Misc. expenses	28.35
12/12/80	Burrelle's Press Clipping	Press clipping	137.00
12/12/80	Travel Trade	Subscription	5.00
12/12/80	Travel Agent Magazine	Subscription	5.00
12/12/80	Joseph Jedd Photography	Photography	124.00
12/12/80	Northwest Mailing Service	Letter service	30.23
12/29/80	Burrelle's Press Clipping	Press Clipping	150.52
12/29/80	Doot Russell	Signage	122.00
12/29/80	Joseph Jedd Photography	Photography	87.00
12/30/80	Philip Hoffman	Misc. expenses	30.58
12/30/80	American Express	Plane fare-Cleveland	191.00
12/30/80	American Express	Plane fare-Mexico	501.00
12/30/80	American Express	Plane fare-New York City	330.00
1/7/81	Horders	Supplies	66.94
1/19/81	American Express	Hotel-Mexico	169.97
1/27/81	Modern Healthcare	Copies	7.25
1/27/81	Philip Hoffman	Misc. expenses	11.50
2/3/81	Cash	Refreshments	20.87
2/12/81	Philip Hoffman	Misc. expenses	27.81
2/18/81	National Photo	Photos	295.65
2/20/81	American Express	Entertainment	161.72
2/23/81	Philip Hoffman	Trip ex.-Mexico 2/24-28	576.70
3/4/81	Federal Express	Air freight	18.00
3/5/81	Cash	Coffee	3.60

more

15. (a) DISBURSEMENTS-MONIES (continued from page one)

Date	To Whom	Purpose	Amount
3/6/81	Synthegraphics	Printing	\$ 111.00
3/6/81	Tony Romano	Photography	68.50
3/6/81	Northwest Mailing	Letter service	30.25
3/9/81	Philip Hoffman	Trip expenses NYC 3/13	285.29
3/19/81	Cash	Cab fare	4.00
3/20/81	Philip Hoffman	Trip expenses Mexico 3/22-25	601.00
3/31/81	Burrelle's Press Clipping	Press clipping	342.71
3/31/81	Janet E. Steinberg	Car rental-Mexico	282.26
3/31/81	Joseph Jedd Photography	Photography	12.00
3/31/81	National Photo	Photos	187.50
3/31/81	Northwest Mailing	Letter service	36.29
3/31/81	Northwest Mailing	Letter service	76.63
			<u>\$8,476.91</u>

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REGISTRATION UNIT
CRIMINAL DIVISION

FOLLOWING ARE MEMBERS OF THE PRESS WHO ATTENDED MEDICAL
PRESS TRIP TO MEXICO CITY/GUADALAJARA OCTOBER 12-18, 1980:

Terri T. Burke, PRIVATE PRACTICE MAGAZINE, Oklahoma City, Okla.

Peter Frishauf, HOSPITAL PHYSICIAN, New York, N.Y.

Ethelyn Fuller, PATIENT CARE, Darien, Conn.

William A. Rogers, LAB WORLD, Oak Park, Ill.

Sheila L. Simler, MODERN HEALTHCARE, Washington, D.C.

Donald A. Young, RADIOLOGY/NUCLEAR MEDICINE, Mt. Prospect, Ill.

REGISTRATION UNIT
CRIMINAL DIVISION

FOR: MEXICAN GOVERNMENT TOURISM OFFICE
CONTACT: Philip D. Hoffman

FOR RELEASE

ITINERARY

MEXICO CITY/GUADALAJARA

October 12-18

SUNDAY, OCTOBER 12

Group arrives in Mexico City at various times. (See attached flight schedules.)

9:00 p.m. -- We attend the Sunday evening performance of the Ballet Folklorico. Supper following.

MONDAY, OCTOBER 13

9:00 a.m. -- Visit to Instituto Mexicano Seguro Social's Centro Medico including Cardiology, Oncology and Pediatric Hospitals. Accompanying us will be medical staff and Sr. J. Perez Vives, IMSS Press Relations Representative.

2:30 p.m. -- Lunch followed by sightseeing or shopping in Mexico City.

8:00 p.m. -- Dinner in Mexico City.

TUESDAY, OCTOBER 14

9:00 a.m. -- Visit the world-famous National Institute of Cardiology where our host will be Dr. Carlos Gual, Director.

2:00 p.m. -- Lunch followed by a visit to the National Museum of Anthropology.

8:00 p.m. -- Dinner in one of the city's fine restaurants.

WEDNESDAY, OCTOBER 15

- 8:30 a.m. -- Depart Mexico City for Guadalajara on Mexicana Flight #912.
- 9:20 a.m. -- Arrive Guadalajara and check into hotel.
- 11:00 a.m. -- Visit Hospital General de Zona #46.
- 2:30 p.m. -- Lunch and visit to the famous Tlaquepaque shopping area.
- 8:30 a.m. -- Dinner in Guadalajara.

THURSDAY, OCTOBER 16

- 9:00 a.m. -- Visit to Centro Medico Occidente and the Biomedical Research Facility for IMSS.
- 2:30 p.m. -- Lunch. After lunch, those who need to obtain additional or special information or photograph facilities will be able to do so.
- 8:30 p.m. -- Dinner in Guadalajara.

FRIDAY, OCTOBER 17

Free day to participate in activities of Fiesta de Octubre in Guadalajara or activity of your choice.

- 7:00 p.m. -- Cocktail party in the home of American Emily Bowman to meet medical leaders of Guadalajara.
- 8:30 p.m. -- Dinner at Hacienda de la Flor.

SATURDAY, OCTOBER 18

Depart for the U.S. per attached flight schedules.

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

BACKGROUND INFORMATION

INSTITUTO MEXICANO DEL SEGURO SOCIAL CENTRO MEDICO

MEXICO CITY, MEXICO

The Mexican Institute of Social Security is the government agency which operates the various medical facilities for Mexican workers.

Under IMSS, Mexican workers enrolled in the program pay a membership fee, which is deducted from their salaries, and receive medical care at no additional cost. Fifty percent of the Mexican population belongs to IMSS. Providing this care are medical facilities on three levels. The first level consists of 490 clinics providing outpatient, preventive medicine and nutrition services. These clinics serve 80 percent of the population enrolled in IMSS.

The second level of care consists of 57 general hospitals that provide basic medical specialties including pediatrics, obstetrics, gynecology, general surgery, and internal medicine. These hospitals serve approximately 15 percent of those enrolled in the plan.

The third level of care includes specialized medical centers of which there are three. These Centro Medicos are located in Mexico City, Guadalajara and Monterrey.

IMSS CENTRO MEDICO, MEXICO CITY
ADD ONE

In the Centro Medico in Mexico City, there are separate hospitals for Cardiology, Oncology, Pediatrics, OB-GYN, and Rehabilitation.

A new Cardiology Hospital opened in September is adjacent to the existing hospital built in 1961. The first floor of the new building contains coronary care, cardiovascular and intensive care units. On the second floor is nuclear medicine, respiratory intensive care and pulmonary physiology. The third floor contains cardiac surgery and 40 beds for post-operative intensive care. With the opening of the new facility, the existing building is being remodeled with added facilities for hemodynamics and cardiac catheterization.

Members of the planning committee for the new hospital traveled to Europe, Japan, United States and other countries to study modern facilities and incorporated these ideas into the new building.

The Oncology Hospital provides treatment for some 250 tumor patients daily and contains 180 beds. The most common treatment is for breast and cervical cancer. The hospital's modern equipment includes therapy machines, lineal accelerator, cobalt machines, cathetron, and superficial x-ray for detection of skin cancer. The facility is also equipped with six operating rooms and 18 private rooms for radium treatment.

- more -

IMSS CENTRO MEDICO, MEXICO CITY
ADD TWO

The Pediatric Hospital, with 12 operating rooms and 433 beds, treats patients from newborn babies to 16 years of age. The hospital is equipped with research laboratories for virology, genetics, infectious diseases and a central laboratory for all patients.

One hundred fifty doctors work in this hospital which contains patient wards ranging in size from 9 to 24 patients. Parents can stay overnight, but each patient is limited to one visitor.

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REGISTRATION UNIT
CRIMINAL DIVISION

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

BACKGROUND INFORMATION

NATIONAL INSTITUTE OF CARDIOLOGY

MEXICO CITY, MEXICO

The National Institute of Cardiology, founded in 1944, was the first of its kind in the world and the birthplace of the International Society of Cardiology. Dr. Ignacio Chavez, the founder, was world-renowned for his work which is being carried on by the present director of the Institute, Dr. Jorge Soni.

The present Institute building was started in 1973 and opened in 1976. The Institute's three major functions are:

- Medical assistance and care
- Teaching
- Cardiovascular research

Through the years, the Institute has trained thousands of cardiologists from throughout the world and all the provinces of Mexico.

The hospital section of the Institute contains 270 beds. There is also a teaching section and an outpatient department specializing in electrocardiography.

- more -

NATIONAL INSTITUTE OF CARDIOLOGY
ADD ONE

Other facilities in the Institute include a rehabilitation department, special laboratories, computer section for EKG interpretation, x-ray labs, four operating theatres, nursing school, cardiology research department and heliport for the arrival of emergency patients.

In the hospital section, there is an emergency and coronary care unit. One floor is dedicated to adult cardiology, cardiac pneumology and nephrology. Another floor is primarily for pediatric cardiology, and two floors contain facilities for private patients.

The hospital's coronary care area contains accommodations for 16 coronary patients who are mechanically and visually monitored. Hospitals outside Mexico City can send EKG signals to the Institute by telephone to be interpreted and diagnosed.

Ninety percent of the Institute's patients pay a small minimum fee. For those who can afford private facilities, a suite with sitting room, bedroom, bath and terrace is approximately \$40 per day. Forty private patients can be accommodated.

The pediatric cardiology unit has 20 cribs whose patients are primarily suffering from congenital disease. Four-bed wards accommodate children up to 12 years of age. The prevalent disease for the patients is rheumatic fever. The pediatric unit has a self-contained classroom for the children with two teachers on staff.

NATIONAL INSTITUTE OF CARDIOLOGY
ADD TWO

The hospital can accommodate eight kidney transplant patients a day.

Special laboratories at the Institute include nuclear medicine, nephrology, pulmonary physiology. The nursing school trains nurses in general practice plus a one-year specialized course in cardiology.

Of special interest are the Diego Rivera murals at the Institute which trace the history of cardiology. The murals weigh 10 tons each and were painted in 1944. When the new Institute was completed in 1976, the murals were moved from the old building 18 miles away.

The National Institute of Cardiology receives one-third of its funds from the Jenkins Foundation, one-third from private solicitations and one-third from the Mexican Government.

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REGISTRATION UNIT
CRIMINAL DIVISION

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

BACKGROUND INFORMATION

IMSS GENERAL HOSPITAL NUMBER 46

GUADALAJARA, MEXICO

This is a typical level two hospital of which there are three in Guadalajara and 57 throughout Mexico. A level two hospital only receives patients from level one clinics.

There are three level one clinics in Guadalajara and 14 in the region served by this hospital. When facilities are not available at a level two hospital, patients are sent to one of the three level three hospitals located in Guadalajara, Mexico City or Monterrey.

This particular hospital is located near a large industrial area in Guadalajara. The main hospital building contains health services and preventive medicine sections and facilities for nursing instruction. A second building is for consultation and outpatients, and the third building is for emergency medicine.

- more -

IMSS GENERAL HOSPITAL NUMBER 46
ADD ONE

The hospital, opened in February, 1980, has a capacity of 424 beds, but is presently operating with 380 beds. The services of the hospital include surgery, OB-GYN, pediatrics, dermatology, and such internal medicine specialities as cardiology, endocrinology, neurology, gastrogastrostomy. Because of the hospital's location, there is a department of work medicine specializing in work-connected diseases and accident treatment.

During July, 1980, 16,540 outpatients were treated for the first time and 9,493 for the second time. Patients included 797 in OB (792 births) and 2,692 other cases. Additionally, 2,033 emergencies were hospitalized, 1,180 discharged patients became outpatients, 1,404 were discharged (and continue at level one clinics) and 64 patients were sent to a third level or another second level facility.

Also during July, there were 1,091 operations in eight operating rooms. The hospital occupancy was 97.64 percent with an average patient stay of 4.06 days. For the month, there were 8,334 x-ray studies and 30,389 lab projects for inpatients and outpatients.

The outpatient section of the hospital is equipped to treat 1,500 to 2,000 outpatients daily between 8 a.m. and 9 p.m.

- more -

IMSS GENERAL HOSPITAL NUMBER 46
ADD TWO

In the outpatient labs, emergency case testing is in operation 24 hours a day. Other labs in the hospital work in such areas as hematology, urology, glucose, serum reactions, parasitology, bacteriology, work medicine and toxic reactions. This department, open seven days a week, has a staff of 50, including technicians, pharmacologists, biologists and secretaries.

The x-ray department of the hospital contains a variety of sophisticated equipment including an automatic developing machine and a Trendix 15 tele II, which does chest fluoroscopy combined with a television monitor.

Emergency is divided into sections for adults and children and the department can accommodate 21 children and 10 adults at one time. In a typical day, there are approximately 200 cases divided equally among adults and children.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT:

Philip D. Hoffman

FOR RELEASE

BACKGROUND INFORMATION

INSTITUTO MEXICANO DEL SEGURO SOCIAL CENTRO MEDICO

GUADALAJARA, MEXICO

Like Centro Medico in Mexico City, this is a third level medical center with many specialized areas. The three major hospitals are Gynecology/Obstetrics, Pediatrics and Special Medicine. This Centro Medico serves level three patients from 12 states of Western Mexico.

The three hospitals in this complex contain 31 operating rooms, 20 laboratories, and 18 x-ray rooms. A total staff of 3,675 includes 1,644 nurses and 435 doctors.

The 17-story Special Medicine Hospital, opened in 1977, has 470 beds, 16 emergency beds, 26 intensive care beds and 24 recovery beds. There are 43 outpatient consultation rooms, 14 operating rooms, and 6 labs. Some 450 outpatients a day are treated five days a week.

Modern equipment in the hospitals include cobalt machines, computerized tomography, and a catheterization machine. The hospital is also equipped with 6 dialysis machines which treat 204 patients a month. A special burn care unit can accommodate 12 patients.

IMSS CENTRO MEDICO, GUADALAJARA
ADD ONE

Eight operating theatres are used for urologic, heart neurologic, ophthalmic, ear, orthopedic and kidney patients while three more theatres are used for general surgery. Last year, 10,880 operations were performed.

During 1979, the hospital treated 165,858 outpatients, and 19,670 hospitalized patients who occupied beds for an average 6.52 days per patient.

Also located in Centro Medico is an outpatient clinic, covering four floors. In its opthalmology department, there is modern equipment to study retina detachment plus laser and ultrasonic diagnostic equipment. The nuclear medicine department is equipped with an Angar camera for scanning the liver and spleen, a computerized Angar camera for the entire body and a mini-computer for blood studies.

The clinic's oncology department is equipped with cobalt, chemotherapy and plethysmography (all computer operated).

Physical therapy, with its own outside garden for exercise plus therapy tanks and pool, provides 6,000-7,000 special treatments monthly and admits approximately 180 new patients per month.

A special program (administered by the department's seven therapists, three MD's, two psychologists, a social worker and several assistants) instructs patients to exercise at home.

The clinic's x-ray and tomography departments are among the most modern anywhere. Two rooms equipped with remote

IMSS CENTRO MEDICO, GUADALAJARA
ADD TWO

control tilt tables and 100mm photo fluoroscopy cameras are used for 25 GI series exams daily.

There are also x-ray machines for slow digestive and urinary tract exams, two darkrooms with automatic developing machines, a second generation CAT scanner, chest and soft tissue radiography, triphasic generators, two image intensifiers with two 16mm movie cameras, and two automatic serioscopy machines. A neurological x-ray machine provides angiography and tomography films of the head and spine.

A new room contains an ultra-sound machine with a digital computer control for gall bladder, bile ducts, tumors of the abdomen and can detect the position of the fetus and any abnormalities that might exist during pregnancy.

The central laboratory of the clinic is engaged in work on immunology, parasites, special bacteria, general bacteria, unusual TB strains, special blood studies, mycology, blood enzymes, hormones, urine and hematology.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

BACKGROUND INFORMATION

BIOMEDICAL RESEARCH CENTRO MEDICO

GUADALAJARA, MEXICO

This major research facility for IMSS is engaged in biomedical research projects related to the problems of the Institute and the country. The unit also conducts clinical and basic research of international interest. As of August, 1980, 11 papers have been submitted by the facility's staff for publication within Mexico and 33 outside the country. From January to August this year, six papers were published in other countries and six in Mexico.

Research projects and published papers deal with such areas as human genetics, hematology, congenital birth defects related to retardation, study of maturation of the central nervous system, experimentally produced epilepsy in animals related to electro-microscopy, and anti-convulsant agents in humans and animals.

The research facility is divided into four areas of concentration: genetics, developmental biology, pathology and experimental surgery/animal care.

- more -

BIOMEDICAL RESEARCH CENTRO MEDICO
ADD ONE

The facility was started in 1977 in Guadalajara. Working closely with the University of Guadalajara, it is the only unit outside of Mexico City accredited to train medical researchers.

Presently, the staff consists of 14 researchers, 4 of whom are senior and 10 associates. Their specialities include pathology, bio-chemistry, cell biology and genetics. There are 3 senior students, 12 mid-level students and 10 on the basic level.

Each of the facility's four areas contain sophisticated laboratory equipment for use in specific research and experimentation.

The experimental surgery/animal care section is operated by two doctors of veterinary medicine and is equipped like a regular hospital with operating rooms, recovery and x-ray areas. Experiments are conducted in immunology, bacteriology and pathology, encompassing the study of cancer and communicable disease.

The genetics section of the facility, with a very active research program, produces 18 to 25 papers a year.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE IMMEDIATE

MEXICO'S BALLET FOLKLORICO
ONE OF THE WORLD'S GREATEST

One of the cultural highlights of a visit to Mexico City is attending the Ballet Folklorico at the beautiful Palace of Fine Arts.

Behind the success of this renowned dance group is Amalia Hernandez, the Ballet's dynamic founder, director and choreographer.

Armed, as a writer once put it, with the aetheral grace of a young ballerina and the strategic combat ability of a three-star general, she built the company from a small group of eight students in 1952 to one of the world's leading ballets.

Amalia Hernandez began dancing lessons at the age of eight and her teachers included such famous names as Professor Sivyne, principal dancer in Pavlova's Company; Madame Dambre of the Paris Opera; the great Spanish dancer "La Argentinista" and the American Modern dancer Waldeen.

While she was able to learn about classical and modern ballet, she found herself deeply drawn to the songs and dances she heard and saw on her father's farm, in the country and even in the city. Amalia Hernandez began to realize that in the nooks and valleys of her country, in the villages and among the "little people," in the colorful past and present of Mexico, there was an untapped treasure of vitality and appeal that simply cried for recognition.

MEXICO'S BALLET FOLKLORICO
add one...

She was a teacher and choreographer of modern dance at the National Institute of Fine Arts, a position she left to form her own company, which presented programs of Mexican folkloric dances.

The new company soon appeared on a weekly television program for which Madam Hernandez choreographed new dances for each show. The small but spectacular company attracted the attention of the Government Tourism Department and was sent to perform in other countries on the American continent.

After the successful and triumphant presentation of the Ballet at the Pan American Games in Chicago in 1959, President Lopez Mateos offered the company all the support necessary to create for Mexico one of the finest Ballets in the world.

The Ballet was awarded first prize in 1961 at the Paris Festival of Nations and has toured most of Europe, Russia, Poland, Australia, New Zealand, the U.S., Canada and Latin America.

Since 1960, Amalia Hernandez has choreographed 30 different ballets comprising 56 individual dances. She has received 83 decorations and awards in Mexico and abroad.

Today there are two Ballet companies numbering over 200 dancers, musicians and singers. Known as the "Touring Company" and the "Resident Company," the latter performs regularly at Mexico's Bellas Artes Theatre under the direction of Norma Lopez Hernandez, the very talented daughter of Amalia Hernandez.

Ballet performances are at 9:30 a.m. and 9:00 p.m. Sunday and 9:00 p.m. Wednesday.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

MUSEUM OF ANTHROPOLOGY

What the Louvre is to Paris, this incredible structure is to Mexico. Completed in late 1964, the Museum of Anthropology is considered to be the world's most beautiful, exciting museum. Within this scenic setting of stunning modern architecture and dramatic interior display awaits an unmatched cultural experience.

On the ground floor courtyard are 11 exhibit halls, appropriately commencing with an Introduction to Anthropology, the origins and evolution of man, and then the various cultures indigenous to Mexico: Teotihuacan, Toltec (here is found the famed 22-ton Aztec Calendar), Oaxaca, Gulf Coast, Mayan and the North. At the lower level of the Mayan exhibit is the Royal Tomb. The slab at the Tomb's bottom is an original, taken from the Temple of Inscriptions in Palenque.

On the second floor are equally fascinating exhibits of contemporary Indian life throughout the country.

How long you should plan to spend in the museum is, of course, an individual matter, but a minimum of 3-4 hours is recommended.

Hours: Daily 9:00 A.M. - 7 P.M.
Sunday 10:00 A.M. - 6:00 P.M.
Closed Mondays

Admission charged.

A restaurant and a cafeteria are found on the premises.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT Philip D. Hoffman

FOR RELEASE Immediate

MEXICO CITY -- NUMERO UNO

Despite the constantly expanding variety of attractions Mexico offers the more than 3½ million Americans who vacation there every year, Mexico City remains the undisputed Number One attraction. Upwards of 80 per cent of these visitors include the capital city in their itinerary.

Mexico City is the oldest major metropolis in the Western Hemisphere as well as the second largest. In many ways, it is also the newest, the proud possessor of the newest and certainly one of the finest subway systems in the world and a host of beautiful new hotels, museums and sports and civic facilities.

The Mexican genius for architecture that produced the University City complex, the world-famous National Museum of Anthropology and the spectacular Aztec Stadium (probably the world's best engineered soccer facility), has also manifested itself in some of the world's most daringly unique and luxurious hotels. In the capital itself, there are some 45 deluxe and first class hotels, mostly located along the majestic Paseo de la Reforma, Avenida Juarez and in the fashionable Niza section. Hundreds of other accommodations range from converted colonial mansions to commercial hotels and modest pensions.

- more -

MEXICO CITY
ADD ONE

Mexico City offers the vast variety of restaurants one would expect of a city that serves more than eleven million area residents plus millions of visitors. The cuisines range from continental to regional Mexican and from Chinese to Kosher. There are restaurants to fit every budget as well as every taste. They include indoor restaurants, rooftop restaurants, sidewalk cafes and coffee shops and even, in Texcoco, a restaurant where one can dine around a bull ring.

From the cocktail hour on, Mexico City is filled with music -- mariachis and marimbas, Spanish guitars, gypsy violins, trios, supper club orchestras and the blare of discotheques. The action doesn't begin until after stores and offices close about 8 p.m., but from then on the choice is broad. Dozens of night clubs and supper clubs serve dinner and provide live music for dancing. There are piano bars in most hotels and in the Reforma-Niza section. Mariachi fans head for restaurants on the Plaza Garibaldi where many mariachi groups hang out. They'll serenade you at your table -- or even in your cab!

For nightlife in a different vein, there are opera, ballet, concerts and theatrical performances at the Palace of Fine Arts and at the National Auditorium, 15 or 20 "off-Broadway"-type theaters and four Music Halls for vaudeville. For the really far out, a visit to one of the city's first class motion picture houses can be a treat -- there's nothing quite like the experience of seeing a Japanese movie with Spanish subtitles -- a chance to brush-up on the language while you're being entertained.

Mexico City is a shopper's paradise. There are chic shops and boutiques situated in the fashionable Niza section and along Avenida Juarez and Madero in the downtown area. And then there are the marvelous Mexican markets where bargaining is half of the fun: La

MEXICO CITY
ADD TWO

Merced (baskets, bags, hammocks, etc.), San Juan (pinatas, baskets, leather goods and serapes), Tepito (The Thieves Market, full of fascinating bric-a-brac), Abelardo Rodriguez (pottery and flowers) and Insurgentes (a variety of handcrafts).

The Bazar Sabado features artisan booths and shops in an old hacienda in the charming colonial suburb of San Angel. Open only on Saturdays (10 a.m. to 8 p.m.), the Bazar's specialties are handcrafts, dolls, glassware, ceramics, leather goods, clothing, prints and jewelry -- and a fine restaurant at which to restore yourself after exposure to all these goodies.

For husbands who blanch at the thought of trailing eager wives through all this shopping splendor, there are excellent golf courses at the Clubs Chapultepec, Churubusco and Mexico (Nicklaus and Palmer won the World Cup matches at the latter) that offer exchange courtesies for members of the U.S. clubs.

In fact, for sports lovers of all varieties, spectator or participant, Mexico City is like a home away from home -- or even better. There are bullfights, charreadas (Mexican rodeos), jai alai, horse-racing, football, soccer, baseball, tennis, boxing and wrestling, riding, bowling and what have you. Don't forget, Mexico put on the Summer Olympics of 1968 and hosted the World Cup Soccer Tournament in 1970, a tribute to the sports facilities and organizing ability of this fast developing nation and an indication of how seriously Mexicans take their sports.

When it comes to deciding what to see in Mexico City, most visitors start to think of taking an extra week's vacation. You can't miss the

MEXICO CITY
ADD THREE

monumental ancient Pyramids of Teotihuacan and the Sound and Light show there. And, you'll never forgive yourself if you don't spend at least an afternoon at the internationally acclaimed Museum of Anthropology. A must is a visit to University City campus where the building exteriors are adorned with huge murals by O'Gorman, Rivera, Siqueiros and Chavez Morado. Nearby is Mexico City's most imaginatively designed residential area, Jardines de Pedregal, where extremely interesting and unusual results have been obtained by building over, around and into the same lava beds that underlie University City. And, if you've seen the Pedregal, you'll want to visit the Coyoacan suburb with its 16th Century Municipal Palace, Church of San Bautista and other old colonial buildings to feel the contrast in lifestyles in this city of contrasts.

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EDITOR'S NOTE: PHOTOS AVAILABLE UPON REQUEST.

REGISTRATION UNIT
CRIMINAL DIVISION

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

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FOR RELEASE

Immediate

OCTOBER IS FIESTA TIME IN GUADALAJARA

Famous local craftsmen and international opera stars will share the spotlight in Guadalajara in October.

From October 4 through November 2, the entire city is transformed into one magnificent fiesta. Last year, some 250,000 foreign visitors traveled to Guadalajara, and even more are expected this year for the 17th annual fiesta.

Guadalajara's own Gilda Cruz Romo will headline the opera performances in the city's beautiful Degollado Theater.

However, most visitors head for Blue Water Park (Parque Agua Azul), where some 500 exhibitors will sell creations from throughout Mexico. Guadalajara is best known for glass and pottery, which is crafted, for the most part, in the nearby town of Tlaquepaque.

Visitors will also be able to buy copperware from Santa Clara, textiles from Aguas Calientes, silver from Taxco, onyx, guayaberas, paintings and many other handicrafts.

Mexican foods will be cooked in 50 open air locations in the park.

- more -

OCTOBER IS FIESTA
ADD ONE

Highlighting activity in the Parque Agua Azul will be performances by Mexico's famous "Flying Indians," who come from Papantla, a small town near the Gulf of Mexico. They hang from their heels by a rope while revolving around a 50-foot high steel pole.

There will also be daily folk music concerts, cockfights and fireworks.

On Sundays, the Charros, the gentlemen equestrians of Mexico, put on performances that have made these cowboys internationally recognized.

Other activities which entice visitors during fiesta month are the bullfights in El Progreso; country-style horse racing at Zapopan Racetrack; and concerts in Barranca, the green canyon in the city's exclusive northern section.

Mexico's famous drink, Tequila, is distilled in a town by the same name 35 miles away, as well as in Guadalajara. Tour of the distilleries will be available to the public.

Guadalajara, the city which invented the jarabe tapatio, the Mexican hat dance, is easily accessible from the United States, with six airlines serving the city.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

GUADALAJARA: CITY OF ROSES

The image of a dozing, colonial city whose streets ring with the music of strolling mariachis and the clatter of horse-drawn carriages lingers on in Guadalajara, Mexico's city of roses.

Long famous for the beauty of its endless gardens, Guadalajara (Gwah-da-la-ha-ra), lies on a high, flat plain with what many visitors believe to be Mexico's finest year-round climate. Urban and urbane, old and new, Guadalajara is a modern city -- second only in size and population to Mexico City -- that has managed to incorporate its past into the hustle and bustle of the present.

Located a mile above sea level in the Valley of Atemajac (Ah-tay-mah-hak), Guadalajara was founded just fifty years after Columbus discovered America. Architecturally, its combination of fountains, parks, and skyscrapers is reminiscent of Paris overgrown with flowers. Roses, hibiscus, oleander, bougainvillea, and bird-of-paradise grow in abundance; flowering semi-tropical trees like jacaranda and royal

- more -

poinciana line the streets; just the setting for the place of origin of the famous mariachi music heard everywhere throughout the city, particularly during fiesta time.

Romantic mariachi music fills the air in Lafayette Park every Tuesday and Friday, while courting couples stroll through the grounds. On the first Thursday of every month at the Plaza de Armas, the Serenata Tapatia is held: men dressed in typical charro dress surround the plaza, either on horseback or in carriages and court the ladies of the region in colonial tapatio style. Citizens of the State of Jalisco, of which Guadalajara is the capital, are known as tapatios. At noon on Sundays, at Agua Azul Park, tapatios gather to enjoy an Urrarreoda, an exhibition of calf throwing, roping, bull riding, and full-dress promenade.

The temptation to stop and listen to the mariachis in the many hotels, restaurants, cafes, even Mariachi Square, may detain the visitor for weeks.

To really get the feel of the city, visit the downtown complex of four plazas which surround the famous Cathedral in the form of a cross. Begun in 1571 and completed in 1618, the Cathedral is a composite of many architectural influences, each with a successive and individual kind of grandeur. Of the eleven altars, the most famous is that dedicated to Our Lady of Roses. The sacristy holds Murillo's "Assumption of the Virgin," painted by Miguel de Cabrera. Northeast of the

Cathedral is the State Museum housed in an old monastery (c.1700), a short walk from the fantastically decorated Degollado Theater (c.1866), built in the French style. Not to be missed are the murals and frescoes of Jose Clemente Orozco, which can be seen in the Government Palace (c.1643), the University, the Orozco Museum and at the massive Cabanas Orphanage.

Just five miles from downtown Guadalajara is the famous arts and crafts center of Tlaquepaque where the Plaza de Artesanias features 16 different artisans, a veritable shopper's paradise. Three miles beyond lies the famous village of Tonalá, famous even before the Conquest for its beautiful ceramics. The home of Jalisco pottery, the Plaza is jammed on Thursdays and Sundays. Some of the best ceramics of the region can be found in the museum and factory of Jorge Wilmot.

Lake Chapala, a 45-minute drive from Guadalajara, is surrounded by mountains. A favorite spot for American and Canadian visitors, Mexico's largest lake (54 miles long, 17 miles wide) sports golf courses, world-famous restaurants, and a leisurely atmosphere that turns many tourists into residents. Nearby Ajijic (Ah-he-heek) is a picturesque fishing village famed for its white fish, bohemian atmosphere, embroidery, cloth weaving and shopping near the posada Ajijic at water's edge.

On the northwest end of town, about 45 minutes from the city center, is Zapopan, where the famous Virgin of Zapopan

GUADALAJARA
ADD THREE

can be found -- the 330-year old patroness of Guadalajara. On the road to Chapala, 14 miles south of the city, are the most beautiful waterfalls in Mexico: Juanacatlan Falls, well worth a visit.

As a last side-trip, the visitor will never forget the road to Tequila, 42 miles northwest of Guadalajara on the road to Tepic, the city from which the national drink derives its name.

It would take a long, long holiday to see all of Guadalajara, and even the closest points of interest in the State of Jalisco. Perhaps it is the climate, mild and cool; the blown glass, leather goods or pottery; or the remembrance of a favorite piece of mariachi music that doesn't sound quite the same anywhere else, that draws a constant ebb and flow of visitors to Guadalajara. But even the shortest stay provides a holiday to remember in the city of roses.

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CONTACT: Philip D. Hoffman

FOR RELEASE IMMEDIATE

HOTEL GROWTH STRONG IN MEXICO

To keep pace with Mexico's strong increases in tourism, hotels are opening, under construction, or being planned throughout the nation. These are the latest developments:

ACAPULCO - Las Brisas, one of Acapulco's most distinguished hotels, has just completed the renovation of most of its rooms. In 1979, the hotel added 22 junior suites.

CANCUN - Now open is the Condominium Hotel Casa Maya, a 153-unit luxury resort located on a white sand beach a few minutes from downtown Cancun. The Hotel Krystal Cancun opened in January.

The Fiesta Americana Cancun is expected to open in March, 1981. It will be the chain's sixth property in Mexico. The others are the Fiesta Palace in Mexico City; the Condesa del Mar, Fiesta Tortuga and El Presidente in Acapulco; and the Fiesta Americana in Puerto Vallarta.

COZUMEL - Two new, small hotels have just opened in Cozumel. They are the 15-room Villa Blanca and the 22-room La Perla. Each has a pool, restaurant and bar.

La Ceiba Beach Hotel is adding 70 rooms, which will bring the total to 115. The new units are expected to open in the spring of 1981.

HOTEL GROWTH...
ADD ONE

COLIMA - Construction is underway on additions to three hotels. Las Hadas is adding 200 rooms, Villas Maeva 100 rooms, and Rancho Playa 50 rooms.

GUADALAJARA - A new meeting and convention area has just opened at the Hotel Camino Real Guadalajara. It can accommodate 900.

IXTAPA - Now open is the Hotel Krystal Ixtapa, a five-star hotel with 252 rooms and extensive convention facilities.

MANZANILLO - El Tecuan Hotel, which opened with 32 rooms, expects an additional 180 to be ready for occupancy in 1981. The hotel's amenities include a restaurant, bar, pool, discotheque and facilities for fishing and water sports.

MEXICO CITY - The Geneve Calinda Quality Inn in Mexico City's Zona Rosa (Pink Zone) is undergoing a complete renovation of its 380 rooms and public areas.

The Hotel Maria Isabel Sheraton is in the midst of a \$15 million renovation program. Service continues as usual.

MONTERREY - Under construction is a 19-story, 416-room Holiday Inn, with completion projected for 1982. The state government of Nuevo Leon plans to increase the number of hotel rooms to 4,400, from its present 2,700 by 1982. Most of the increase will be in Monterrey.

PALENQUE - Near the archeological zones of Palenque and Bonampak is the Hotel Mision Palenque, which is expected to open in June, 1981. It is in an area of natural beauty, which includes the Agua

HOTEL GROWTH...
ADD TWO

Azul Falls and several lakes. The 144-room facility will also have a golf course. Access is by highway from Villahermosa, or by a nearby airport which accommodates private planes.

PUERTO VALLARTA - Now open is the Hotel Bugambilias Sheraton, a 328-unit luxury resort in Puerto Vallarta. There are three restaurants, two bars, gardens, shopping arcade, and extensive meeting and convention facilities.

TUXPAN - Now open is the Hotel Tajin, formerly the Hotel Tuxpan, which has been remodeled and enlarged to a 161-room, four-star hotel with bungalows, pool, tennis courts and convention facilities.

VERACRUZ - The state of Veracruz is planning to build 23 new hotels. Twelve will be in the port city, eight in Papaloapan, and three in Coatzacoalcas.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

45 AIRCRAFT, PILOTED BY WOMEN FLYERS, DEPART MAY 7 FROM L.A.
FOR ACAPULCO, MEXICO, IN THE FAMOUS 'ANGEL DERBY' AIR RACE

At 9 a.m. Thursday, May 7, 1981, 45 single- and twin-engine private aircraft, piloted exclusively by women flyers, will depart the Los Angeles area bound for Acapulco, Mexico, in this year's version of the All Women's International Air Race.

This year's "Angel Derby" is in the tradition of Amelia Earhart, famous woman pilot who participated in the first women's air race 51 years ago. The flyers this year will be competing for \$10,000 in prize money, as well as the honor of finishing first in the grueling 1,731-mile race.

The 45 planes are scheduled to depart Van Nuys Airport, just north of downtown Los Angeles, at 9 a.m., bound for Mexicali, the capital city of Mexico's State of Baja, California Norte. From there, the planes will fly a route that skirts the eastern shore of Mexico's Sea of Cortez, with a refueling stop for the smaller planes at Puerto Penasco, to the city of Guaymas.

There, the pilots will overnight at the Playa de Cortez Hotel, departing early the morning of May 8 for Puerto Vallarta-- with refueling stops at Los Mochis and Mazatlan, as required.

'ANGEL D. BY'
ADD ONE

After overnighiting at the Hotel Bugamilias in Puerto Vallarta, the flyers will depart the morning of May 9 for Acapulco, with refueling stops as needed at Manzanillo and Zihuatanejo.

Each of the aircraft entered in the race is handicapped according to type and size. According to the rules established by the Sporting Code of the Federation Aeronautique Internationale, this allows for the different size and power of the aircraft entered in the race. All the airplanes entered must have non-supercharged engines of between 145 and 580 horsepower, but because of the handicap system, additional power does not provide an advantage, and the race is a test of pilot skill and ability.

This year's Angel Derby is sponsored by the Consejo Nacional de Turismo, the Mexican National Tourist Council. Awards to the winning pilots will be presented at a special banquet on Saturday, May 12, at the Pierre Marques Hotel in Acapulco.

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REGISTRATION UNIT
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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

Immediate

DEADLINE FOR LA PLUMA DE PLATA MEXICANA

ENTRIES IS MARCH 16

Journalists who have published articles about Mexico during 1980 are reminded that the deadline for the La Pluma de Plata Mexicana writing competition is March 16, 1981.

For the fifth consecutive year, professional journalists are invited to enter their published articles in the annual bid for international recognition, cash honorariums, trophies and expenses-paid trips to Acapulco, Mexico.

Articles about Mexico which portray the character of that country so as to increase the readers' understanding and appreciation of a different culture, history and lifestyle, published during the 1980 calendar year in a periodical with a circulation of a minimum of 25,000, are eligible for the \$8,000 in cash honorariums, silver trophies and Certificates of Achievement.

The author, the publication, or any interested reader, may submit published articles that have appeared, in English, in a periodical published in the United States or Canada, together with the name and address of the author (and name, date and place of publication) to: LA PLUMA DE PLATA MEXICANA, c/o Mexican Government Tourism Office, 405 Park Ave., Ste. 1002, New York, NY 10022, USA.

LA PLUMA DE PLATA MEXICANA
ADD ONE

In the judging process, each article submitted is retyped and code numbered to eliminate any identification with author or periodical, and submitted anonymously to a panel of judges.

The author of the English-language article chosen by the judges as the best is awarded a \$1,000 cash honorarium, a unique silver trophy designed by the world-famous Taxco, Mexico, silver craftsmen, and a Certificate of Achievement. In addition, the author and a companion are invited to Acapulco on June 7, 1981, to attend the LA PLUMA DE PLATA MEXICANA awards ceremonies.

The one-week, all-expenses-paid trip to Acapulco is in conjunction with Tianguis Turistico, the annual seminar/travel-trade show staged by the Mexican National Tourist Council which brings together key travel agents from throughout the world with Mexico's travel-services purveyors and outstanding travel/transportation industry executives.

LA PLUMA DE PLATA MEXICANA was created by the Hon. Miguel Aleman, former president of Mexico now head of the Mexican National Tourist Council, to encourage good writing about Mexico.

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REGISTRATION UNIT
CRIMINAL DIVISION

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT:

Philip D. Hoffman

FOR RELEASE

Immediate

FIFTH ANNUAL LA PLUMA DE PLATA MEXICANA, MEXICO'S
GOOD-WRITING COMPETITION, NOW ACCEPTING NOMINATIONS

The Fifth Annual LA PLUMA DE PLATA MEXICANA, the unique competition designed to encourage good writing and reporting about Mexico, is now accepting nominations.

For the first time, this competition is now open to authors and journalists world-wide.

Articles about Mexico which portray the character of that country so as to increase the readers' understanding and appreciation of a different culture, history and lifestyle, published during the 1980 calendar year in a periodical with a circulation of a minimum of 25,000, are eligible for the \$8,000 in cash honorariums, silver trophies, and Certificates of Achievement. To be eligible, submitted entries must be postmarked not later than March 16, 1981.

The author, the publication, or any interested reader, may submit published articles that have appeared, in English, in a periodical published in the United States or Canada, together with the name and address of the author (and name, date and place of publication) to: LA PLUMA DE PLATA MEXICANA, c/o Mexican Government Tourism Office, 405 Park Ave., Ste. 1002, New York, NY 10022, USA.

LA PLUMA DE PLATA MEXICANA
ADD ONE

Articles published in the French language, in a Canadian periodical, together with complete identification of the periodical and author, should be submitted to: LA PLUMA DE PLATA MEXICANA, c/o Conseil National du Tourisme Mexicain, 1 Place Ville Marie, Ste. 2409, Montreal H3B 3M9, P.Q., Canada.

In the judging process, each article submitted is retyped and code numbered to eliminate any identification with author or periodical, and submitted anonymously to a panel of judges.

The author of the English-language article chosen by the judges as the best is awarded a \$1,000 cash honorarium, a unique silver trophy designed by the world-famous Taxco, Mexico, silver craftsmen, and a Certificate of Achievement. In addition, the author and a companion are invited to Acapulco on June 7, 1981, to attend the LA PLUMA DE PLATA MEXICANA awards ceremonies.

The one-week, all-expenses-paid trip to Acapulco is in conjunction with Tianguis Turistico, the annual seminar/travel-trade show staged by the Mexican National Tourist Council which brings together key travel agents from throughout the world with Mexico's travel-services purveyors and outstanding travel/transportation industry executives.

The author of the best French-language article published in Canada also receives the \$1,000 cash honorarium, the prizes and an invitation for two to Acapulco for one week.

LA PLUMA DE PLATA MEXICANA
ADD TWO

This year, for the first time, winners will also be chosen in six other areas of the world. These, and the languages in which the articles must be published, are: Central and South America, in Spanish; Japan, in Japanese; Great Britain, in English; France and surrounding French-speaking nations of Europe, in French; Germany, in German; and Spain in Spanish. Each of these winners also receives the \$1,000 cash and other prizes and trips for two to Acapulco.

For the first time, too, foreign residents of Mexico, whose works have been published in the country of their origin, are also eligible to compete in LA PLUMA DE PLATA MEXICANA.

LA PLUMA DE PLATA MEXICANA was created by the Hon. Miguel Aleman, former president of Mexico now head of the Mexican National Tourist Council, to encourage good writing about Mexico. Authors--or readers--may submit articles, published during 1980 in a periodical with a circulation of at least 25,000, on any subject matter--tourism, culture, history, modern lifestyle, or any other topic.

Explanatory folders containing the Official Rules of LA PLUMA DE PLATA MEXICANA, together with an Entry Form, can be obtained from any office of the Mexican Government Tourism Office, located in 17 cities throughout the United States and Canada. However, an entry form is not required; all that is required is a tearsheet or copy of the article, clearly identified as to name and place of publication, and date of publication, and the name and address of the author.

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REGISTRATION UNIT
CRIMINAL DIVISION

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

**MEXICO IN MIDST OF MASSIVE
AIRPORT IMPROVEMENT PROGRAM**

A massive airport improvement and new construction program is underway throughout Mexico as the government upgrades facilities for both commercial and general aviation interests.

New airports are being constructed in Campeche, Tuxtla Gutierrez, Tapachula, Minatitlan, Los Mochis and Morelia.

Improvements are also underway at Cozumel, Loreto, Puerto Vallarta, Guadalajara and the Santa Lucia Airport outside Mexico City.

Pemex, the national petroleum company, maintains refueling facilities throughout the nation. Jet fuel and 100 octane av-gas are available at most airports. Fuel costs are substantially below U.S. prices.

Government tourism officials have placed a high priority on welcoming general aviation flyers from the U.S.

"If the vacationing pilot follows normal flight plan regulations, and clears customs at designated international airports, his clearances are as simple as those in automobiles. They may even be simpler, since the pilot doesn't get in line at the border," states Guillermo Moreno, Coordinator General of the Mexican National Tourist Council.

MEXICO AIRPORTS
ADD ONE

Mr. Moreno encourages U.S. pilots to consult AOPA (Airplane Owners and Pilots Association) chart services for information regarding Mexican flights. He also points out that most FAA Flight Service Stations also have this data at their fingertips and in most instances the information can be obtained from their local flight service station telephone briefer.

Pilot and passengers are required to have in their possession a passport or proof of U.S. citizenship, or voters registration card, to qualify for a free tourist card.

A General Declaration Document (Form GHC001) must be filed at the airport of entry/departure for privately owned airplanes and kept in the possession of the pilot until his departure from the country.

Flight plans are required for VFR flights and radio contact must be maintained with enroute stations.

Landing fees are usually included in the cost of fuel as well as so many days of parking or tie-down.

Here is a checklist for general aviation pilots planning to visit Mexico:

- * Proof of citizenship (for pilot and for all passengers)
- * Tourist card (obtain from travel agent or at port of entry in Mexico)
- * General declaration
- * Flight plan
- * Standard U.S. aircraft documents
- * Standard U.S. pilot documents and licenses

MEXICO AIRPORTS
ADD TWO

- * Mexican aircraft insurance (U.S. insurance not valid in Mexico)
- * Declare equipment (cameras, sporting gear, etc.)
- * Currency for fuel, or acceptable credit cards

You may also wish to carry your own tie-down kit, chamois, and any personal medicine recommended by your physician. Flyers wearing glasses should have a spare pair.

The Mexican Government Tourism Office maintains regional offices throughout the U.S. and Canada which can assist the vacationing flyer with resort and destination information, and locations of hunting, fishing, golf and tennis opportunities. They will also provide details on customs and immigration requirements.

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Philip D. Hoffman

CUERNAVACA

Year-round springtime has made Cuernavaca a favorite holiday destination. It thrives today as a favorite weekend retreat for Mexico City executives, as a retirement home for hundreds of Americans and as a marvelous spot to spend a winter vacation.

Legend has it that the Aztec aristocracy enjoyed their leisure amid the bougainvillea of Cuernavaca. Hernan Cortes built a palace there and established splendid haciendas nearby. During his brief reign in the 1860s, the Emperor Maximilian was fond of strolling through the Borda gardens there.

At an altitude of some 5,000 feet, Cuernavaca has a nearly perfect climate. There's a small-town flavor to it but, being a little more than an hour from Mexico City, Cuernavaca has picked up some of the capital's cosmopolitan ways.

The hotels, and there are many, have the charm of country inns. All are independent and most are small, 15 or 20 rooms looking out on a garden and a pool. A little way out of town, a few colonial haciendas have been converted into luxury resorts.

- more -

CUERNAVACA
ADD ONE

People go to Cuernavaca to relax. It's the ideal place to read a book or take tennis lessons or eliminate a golf slice. When not eating or swimming or napping, visitors tend to gather by the plaza to enjoy a cool beer at a sidewalk cafe or settle on a park bench and watch the world go by.

Near the plaza is Cortes Palace, built by the conqueror in 1530. It's a museum now, with displays that trace the history of Cuernavaca and the surrounding state of Morelos. Especially worth seeing are the Diego Rivera murals. Rivera, one of the greatest artists Mexico has produced, was commissioned to do the paintings in the late 1920s by U.S. Ambassador Dwight Morrow. They are among his finest work.

Even older than Cortes Palace is the Cuernavaca Cathedral, constructed in 1529. Within the ancient walls, however, the setting is starkly modern. A new school of religious art has grown up in the Cuernavaca area and the Cathedral is the best place to see it.

Across the street are the Borda Gardens where Maximilian walked. The gardens, formal in the European manner, were first laid out by Jose de la Borda, the lucky 18th century adventurer who discovered rich veins of silver over the hills in Taxco. Following Borda's death the gardens were left to wither for many years until Maximilian retored them. Today they are a glimpse of what life may have been in days gone by.

CUERNAVACA
ADD TWO

Taxco, Borda's silver town, is little more than an hour away from Cuernavaca by car. Delightfully picturesque, it is one of many nearby destinations for day trippers.

An excursion to the Cacahuamilpa Caverns can be fascinating. The caves are well lit and walkways make them easy to get through. As yet this splendid underground network has not been fully explored, leading some people to believe this may prove to be the largest system of caverns in the world.

The prehispanic ruins at Xochicalco are filled with quiet excitement. Handsomely restored, the ruins remain veiled in mystery. Archaeologists have yet to determine who built them. The structures show strong influences of several ancient cultures from Toltec and Zapotec to Maya.

Back in town, wonderful restaurants tempt the hungry in Cuernavaca. Cuisines of many lands wait to be tasted in atmospheres that range from formal and quiet to lively and festive. Most hotel dining rooms, too, take great pride in their menus, and sampling the huge array of dishes can be a joy.

There's a lot of good shopping in Cuernavaca, too. For ceramics or textiles, the local artisans are among the best. Climate, of course, remains the big attraction, but climate is only the beginning.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

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NEW LEGISLATION, ENACTED IN CLOSING DAYS OF 1980, BY CONGRESS,
REMOVES RESTRICTIONS ON ATTENDANCE OF CONVENTIONS IN MEXICO

A law enacted by Congress and signed by President Carter in the waning days of 1980 profoundly affects the ability of organizations, associations and corporations to hold and attend conventions staged in Mexico, without the bothersome--and costly--restrictions previously applied.

The new legislation H.R. 5973, was passed by Congress on December 13 and signed into law on December 28 by President Carter, becoming effective as of December 31, 1980.

It provides that attendance at conventions held in Mexico (and Canada) shall be treated, for tax purposes, just as conventions held in the United States.

Previously, those attending conventions held in Mexico were required to keep detailed records of attendance at all sessions, were limited as to the number of conventions per year that could be attended, and were required to meet other stringent requirements to qualify for tax deductions under Internal Revenue Service regulations.

- more -

NEW LEGISLATION
ADD ONE

The new law removes all those costly restrictions, and includes Mexico (and Canada) in the definition of "North America," which also includes the continental U.S.A. Convention-goers who now attend meetings in Mexico may deduct expenses of such attendance on the same basis as if the convention were held in the U.S.A.

Mexico, which offers some of the finest meeting and convention facilities in North America, is expected to be the scene of an increasing number of meetings and conventions staged by U.S. organizations and associations.

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COPPER CREATIONS IN SANTA CLARA DEL COBRE ATTRACT TRAVELERS

Copper is king in Santa Clara del Cobre, which is precisely why "copper" forms part of the town's name.

Scores of creations, ranging from kettles and plates to decorative work are found in the many shops in this same town (near Lake Patzcuaro, about a five-hour drive from Mexico City).

It's probably the only place in the world where a traveler can observe a community of some 200 coppersmiths practicing a craft which belongs to the transition period between the Stone Age and the Age of Metal.

While others in North and South America were still in the Stone Age, the Tarascans were using copper in many ways. In fact, copper swords kept their nearest neighbors, the Aztecs, from their doors.

The site of the first metal industry was quite close to modern day Santa Clara del Cobre. The work of the talented pre-Columbian smiths has been found as far north as New Mexico and Arizona.

Today, their descendants are working copper on stone anvils in much the same way as did their ancestors. The entire process, from melting the metal in the ground in a mold lined with oak ashes to the finished product is done in each of the shops.

COPPER CREATIONS
ADD ONE

Responsible, to a certain extent, for the artistry being handed down from generation to generation was Don Vasco de Quiroga, a benevolent Spaniard who countered the brutal treatment the conquistadores and governors meted out to the Tarascans, as well as other indigenous peoples.

As a result, culture survived, and enabled the State of Michoacan to become what today is probably the richest region of folk art in North America. Though opposed to any decorative or non-utilitarian use of copper, he did allow the Tarascans to make a copy of a two-handled kettle of Spanish design. This copper kettle, which still accounts for the greater part of the village's production, is called El Cazo de Don Vasco.

The kettle has been made in varying sizes for the past 400 years, ranging from the size of a thimble to others as large as seven feet in diameter and weighing 300 pounds.

After Mexico's War of Independence of 1810, the coppersmiths moved from the nearby mountains surrounding Santa Clara del Cobre back to the town. Even today, travelers may see some of the abandoned workshops in the mountains.

The coppersmiths in Santa Clara work their copper differently than Europeans. They start with a large sheet or block of copper. However, the final product may be radically different from the pre-conceived piece because of inspiration and creativity.

For the most part, European smiths start with copper sheets which are formed and then soldered together to form the final product.

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**ROBERTO DUENAS JOINS CHICAGO
MEXICAN GOVERNMENT TOURISM OFFICE**

Roberto Duenas has joined the Chicago Mexican Government Tourism Office as travel industry representative, according to an announcement by Jose Luis Sanchez-Navarro, regional director in Chicago.

Duenas held a similar position, for five years, in the MGTO in New York City. Prior to that he was the coordinator of travel for students with the Mexican Ministry of Tourism in Mexico City. He also worked for Mexico Travel Advisors in Mexico.

A native of Guadalajara, Mexico, Duenas is a graduate of the University of Guadalajara's School of Tourism. He did post-graduate work in Tourism Management at the Schloss Klesheim in Salzburg, Austria, and New York University.

The Mexican Government Tourism Office, located in Chicago's John Hancock Building, serves the travel industry in 11 Midwest states.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

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IXTAPA/ZIHUATANEJO:

MEXICO'S ALMOST UNDISCOVERED RESORT

BUT GROWING LIKE A LITTLE ACAPULCO

Even as you relax on the sandy beach and look at the untouched foothills of the Sierra Madre mountains, you can enjoy the various architectural designs of the six resort hotels that have opened at this new Pacific Coast resort area, 125 miles north of Acapulco.

Over the next several years, 15 luxury hotels are expected to line the beautiful La Puerta Beach in Ixtapa. But for now, there's an unhurried tropical lifestyle in the area that blends quite naturally with the palm trees to add to the imagery of a South Seas island.

Zihuatanejo: The Fishing Village

A large measure of the area's charm is only a taxi ride away in the nearby fishing village of Zihuatanejo. It's old world Mexico with just the right touches of economic prosperity.

The brick-lined streets and freshly white-washed shop fronts give the town a very clean and picturesque look where it is nestled into the surrounding lush greenery and palm plantations. It's still the kind of place where you can sit in a street-front, open-air cafe with a cool cerveza (beer) and be a little of a novelty being a visiting "Norte Americano."

Zihuatanejo's heritage as a fishing village shows most clearly at Playa Principal, with a variety of fishing boats at anchor and setting sail. The area is quite well known for its deep sea fishing with charter boats going after marlin and sailfish in the Pacific. Another sign of its fishing success shows in the old town's well-known seafood restaurants, including La Tortuga, La Mesa del Capitan and La Rana.

As Mexico's developers started work on the Ixtapa resort area more than five years ago, the plan was to leave the village of Zihuatanejo largely untouched by the development activity. There are clearly some signs of the village's prosperity, but it has kept much of its low-keyed innocence. Even the market area has the relaxed and unhurried mood of the village, with a wide brick street which is closed to automobile traffic.

To fully enjoy the charm of this old world setting, there are smaller, cliffside hotels such as the Sotavento, Irma and Posada Caracol.

And Las Gatas Beach

To escape even further, try the 10-minute taxiboat ride across the bay from Zihuatanejo to the Las Gatas Beach Club. For the rugged individualists, the Club offers overnight shelters where you can really get away from it all and live in this Pacific paradise without the distractions of telephones, electricity and other modern accoutrements.

For the less adventurous, the Las Gatas Beach Club makes a delightful outing, with scenic sun-bathing; a freshly broiled seafood lunch in the open-air, thatched-roof restaurant; and snorkeling and swimming to explore the coral reef.

Another taxiboat excursion can take you to Isla Grande, a Robinson Crusoe island about 11 miles west of Zihuatanejo's port and a mile off the coast. The tiny island is known as a natural habitat for varied bird life and for its tropic foliage. Powder-fine sandy, white beaches and clear blue waters make it a particularly scenic trip.

And Back at Ixtapa

But for all the scenic attractions around, there's certainly no pressing call to leave Ixtapa. It's the finest in Mexican resort development, with modern new hotels complementing the natural, breathtaking beauty of the area. The choices include El Presidente, Aristos, Holiday Inn, Riviera del Sol, Krystal and Viva Ixtapa--and they're all excellent.

The crescent-shaped La Puerta Beach looks much like a sized-down version of Acapulco Bay. There's para-sailing, sail boats and a host of other attractions, including the delightful leisure-time activity of just sun-bathing or laying peaceably under a thatched-roof sun shade.

And not to be outdone by nature, most of Ixtapa's new hotels have dramatically landscaped pools with swim-up bars, poolside open-air restaurants and other luxuries to keep you close at hand.

IXTAPA/ HUATANEJO
ADD THREE

For the more exuberant, try the challenges of the Robert Trent Jones-designed 18-hole golf course, or any of the several lighted tennis courts in Ixtapa. As the sun sets across beachfront, then it's the time to enjoy one of the poolside hotel dining rooms in the balmy night air as the ocean waves gently crash on the nearby beach.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

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MEXICAN SPA ATTRACTS INTERNATIONAL VISITORS

SAN JOSE PURUA, MEXICO -- The healing waters at San Jose Purua, one of Mexico's best known spas, are attracting an increasing number of visitors from many parts of the world.

Nestled in the lush foliage of a valley surrounded by high mountains, San Jose Purua is about a three hour drive from Mexico City. For all intents and purposes, the spa is the town, because scarcely 1,000 people live in the town of San Jose Purua, which abuts the hotel spa.

While many stay for the minimum of three weeks, which spa management feels is the minimum for effective treatment, others are attracted to the idyllic setting for a few days of rest and relaxation.

The thermal baths, which are available in an Olympic size swimming pool, or private rooms with a tub-size enclosure, are reputedly ideal for treating arthritis and stomach disorders.

Guests drink one to three glasses of the water before breakfast, and then alternate between massages and relaxing in the slightly carbonated warm water.

Though the hotel spa opened in 1942, it had been used for centuries as a spa by the Tarascan Indians, who inhabited that part of Mexico. The 240 rooms will be expanded to over 500 by the end of 1980, along with a clinic, golf and tennis courts.

MEXICAN SPA ...
Add One

The valley in which San Jose Purua is located is noted for its abundance of flowers and wildlife. Guests can almost reach the beautiful flowers from trees near their balconies. Found there are jacaranda, tulip trees, poinsettia, bougainvillea, trumpet flowers, royal Poinciana, and even coffee and banana plants.

A staff of 34 gardeners keeps the grounds manicured all year round, while the staff of 52 in the kitchen and dining room ensures guests of special diets, as well as other food.

The area is rich in honey bees, which accounts for the prolific amount of honey sold in stores and on the roadside. The hotel's own ranch produces fresh milk for guests.

Three springs bubbling thousands of gallons of water daily provide guests with an ample supply for all purposes. Other springs supply the public bath houses, which attract hundreds who drive to San Jose Purua in the morning, and return at night to Mexico City or other areas.

In addition, daily limousine service is offered from Mexico City for less than \$10 per person.

Another attraction of San Jose Purua is the climate - in the fifties and sixties at night, and in the seventies during the day.

It's easy to see why San Jose Purua - highly praised in the days of the Tarascan Indians, has now become an international resort.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

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BEACHES, SPORTS, FINE HOTELS AND HISTORY - THAT'S CANCUN

CANCUN, MEXICO--Cancun, a place where ancient Mayan kings sunned on the white sand beaches and swam in the blue-green waters, has been updated since those days into an internationally known resort.

Located on a nine-mile long island off the northeast tip of the Yucatan peninsula, Cancun is a vacationer's paradise. There's swimming in the Caribbean or in the hotel pools, water skiing, sailing, fishing, tennis, golf, snorkeling, scuba diving, and visits to major archeological sites.

Boutiques and handicraft shops are filled with the best and most unusual of Mexico's creative artisans.

Restaurants feature seafood, Cantonese and Mandarin cuisine, Italian, Mexican and yes, even Cancun fried chicken.

There are some 30 hotels in Cancun and they are all sizes and prices. They include the Camino Real, Sheraton Cancun, El Presidente, Aristos Cancun, Playa Blanca, Garza Blanca, Bahia de Mujeres, Bojorquez, and Club Mediterranee.

A few miles north of Cancun is Xel-Ha, a natural aquarium filled with thousands of tropical fish.

Snorkeling equipment is available to explore the beautiful coral reefs in the national park and rub elbows with hundreds of beautiful, multi-colored fish. A cave across the main lagoon, which holds the

BEACHES, SPORTS,...
Add One

ruins of a Mayan altar, is well illuminated by the natural light entering through crevices in the top.

Throughout the state of Quintana Roo, and even on the island of Cancun, many small structures can be found along the coast and beaches. It's believed they may have been used as sentinel posts or as light-houses.

The new Cancun Sheraton features two temple observatories over 50 feet high, and between 400 and 700 years old. Yamil Lu'um (hilly land) is located on the island's highest point. Though first discovered in 1842, it was only in 1954 that excavations began.

Yamil Lu'um is believed to have had a significant religious as well as navigational function.

What other hotel can boast its own authentic Mayan temple?

While vacationing in Cancun, it's a "must" to see the ancient Mayan ruins of Tulum, about a two-hour drive along good roads.

Located on the edge of a cliff, and protected on three sides by a wall, Tulum is the only Mayan city directly fronting on the sea.

The principal structure is the castillo, a pyramid topped by a small temple with simple columns marking the entrance. In the Temple of the Frescoes, murals and sculptured decorations are well preserved in bright colors.

Nearby is Coba, where one of the largest archeological digs in Mexico is now underway.

Also popular with visitors to Cancun is the glass bottomed trimaran which sails to Isla Mujeres for snorkeling, diving or picnicking.

Beaches, crystal clear water, fine cuisine, deluxe hotels, history-- it's all part of Cancun's total vacation experience.

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

MEXICO'S YUCATAN - PALACES, PYRAMIDS AND PLAYGROUNDS

In Mexico's Yucatan Peninsula a wealth of resorts lie within easy reach of many of the Western Hemisphere's most intriguing and beautiful archeological sites.

Whether the vacationer chooses the colonial charms of Yucatan's capital, Merida, once called the "Paris of the West," or the luxurious hotels of Cancun and Cozumel, thousand-year-old Mayan and Toltec temples, palaces and pyramids are only a short drive away.

Many of these architectural wonders were created while Europe still languished in the Dark Ages and even today visitors are astonished by the massive structures, raised without the use of the wheel or of metal tools.

From Merida, built on the ruins of an earlier Mayan city and a treasure house of historical attractions, archeology buffs can take day trips to nearby Chichen Itza (Chee-CHEN-it-SA) and Uxmal (oosh-MAL). These two centers of Mayan culture date from about 450 and 700 A.D. respectively. Before setting out for the Mayan "digs," visitors should stop by Merida's Yucatan Museum of Archeology and History for a brush-up on just what to expect. The Museum is located near the foot of Paseo Montejo, Merida's main thoroughfare, in the basement of the former governor's palace.

MEXICO'S YUCATAN
ADD ONE

Chichen Itza is perhaps the most famous of Yucatan's Mayan ruins. The site is dominated by "El Castillo," a massive gray pyramid dedicated to the feathered serpent god, Kukulcan. Images of the deity ornament almost every surface, together with stylized "portraits" of Chac, the Mayan god of rain, and his Toltec equivalent, Tlaloc. The facades of the temples and religious buildings are blanketed with ornate (and frequently bloody) depictions of the Indian pantheon.

One of the most intriguing structures at Chichen Itza is The Ball Court, the largest and best preserved in Mexico. Over five-hundred feet long, the walled enclosure was the playing field for a game called "Pok-Ta-Pok" by the Mayans. A cross between soccer, lacrosse and basketball, the game gave a new meaning to the expression "do-or-die" -- losers were beheaded. Bas-reliefs on the walls of the court reminded team members of the consequences of failing to win.

A high point of any visit to Chichen Itza is viewing the Well of Sacrifices that yawns at the end of the Sacred Way leading from "El Castillo." Seventy-two feet below the surrounding countryside the jade green waters of this giant sinkhole received the bodies of victims, most of them children, sacrificed to appease Chac and to assure rain during the coming season. Jade, gold and human bones have been dredged up from the Well's bottom.

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Other structures -- the Group of the Thousand Columns, the Observatory and the Nunnery -- bring to life the daily existence of the Mayan and Toltec Indians before the arrival of the Conquistadors.

Forty-eight miles south of Merida, Uxmal presents a more peaceful aspect after the violence of the Chichen Itza art.

Uxmal's major building, "The Palace of the Governor," is acknowledged by many authorities to be the most impressive structure in Pre-Columbian America. Twenty-thousand hand-cut and decorated stones went into the construction of the towering edifice. Acres of geometric friezes create a lacelike effect on the 67-foot high, triple-terraced structure. "The Pyramid of the Magician," which stands nearby, was built overnight, according to Mayan legend, by a dwarf hatched from an egg by a local witch. Visitors who wish to climb the pyramid should ascend the west staircase which is shorter and more interesting architecturally than its eastern counterpart.

A nightly sound-and-light presentation brings Uxmal to vibrant life. The facades and carvings, gray by day, glow with lavender, gold and vermillion light and the narration recounts the story of Uxmal's days of glory.

Smaller enclaves in the Merida area such as Kabah, Sayil and Labna can be coupled with the trip to Uxmal to make a full day of sightseeing or can be visited on their own. Each of the sites has its own character and all are well worth exploring.

MEXICO'S YUCATAN
ADD THREE

Vacationers who choose Cancun or Cozumel as their holiday headquarters find they can climb to the crest of a Mayan monument one day, dive to the bottom of a tropical lagoon the next.

The seaside fortress of Tulum (Too-LOOM) is within easy driving distance of Cancun and Cozumel. Excursion buses offer day trips from Cancun. There are 60 well-preserved buildings scattered about the Tulum complex. The Mayan city was one of the few the Indians built on the coast and the only one found which is protected by encircling walls. Inhabited at the time of the Europeans' arrival, the city was described in 1518 as being comparable to Seville, praise indeed from the Spanish conquerors. "The Temple of the Frescoes" contains rare Mayan paintings. The most famous building, "The Temple of the Descending God" has spurred extraterritorialists to claim that bas-reliefs over the main door depict a pre-Adamite spaceman.

Also in the neighborhood of Cozumel are such sites as Akumal (AH-koo-mahl), Xel-Ha (SHELL-Ha) and Coba (KOE-Bah). Akumal and Xel-Ha are located near the sea, making a plunge in to the turquoise waters a pleasant possibility after a day of exploring. Coba is inland 47 miles from Tulum and its jungle setting prompts reveries of undiscovered treasures.

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FOR RELEASE Immediate

CHRISTMAS IN MEXICO

Christmas begins in Mexico City on December 1 in a burst of lights and illumination of public buildings. Millions of lights make a virtual fairyland of the principal streets and boulevards of the city.

In the public sector alone, workmen use some 25 miles of wire and more than a million bulbs. Private contributions include cleverly animated Christmas scenes ranging upwards of 30-stories tall on Mexico City's skyscrapers.

Neon displays sometimes trace the outline of the Nativity; other times, they outline hands in prayer, Christmas angels in colors, the letters of "Paz en la Tierra" (Peace on Earth) and greetings for the season of the year to come.

On the more devotional level, Christmastime begins December 12, the Day of Guadalupe, when prayerful thousands descend on the shrine of Guadalupe, where, according to Catholic doctrine, the Virgin appeared to an Indian youth during the time of the conquistadores and ordered that a church be built on the spot.

Disbelieved at first, the youth was given roses by the Virgin in a second appearance. When he unfolded his cloak to show them to the church authorities, an image of the Virgin appeared on the rough material.

CHRISTMAS IN MEXICO
ADD ONE

That did it...the shrine of Guadalupe has been Mexico's holiest place ever since.

Decorations of the season everywhere include the Christmas flower, "Flor de Navidad," Mexico's gift to the world that celebrates the Yuletide. The flower is most commonly known as the Poinsettia. It got its popular name from Joel Poinsett, the first U.S. diplomat in Mexico who saw them on the golden altars of a Taxco church. He took some back home and soon they spread the world over.

Christmas in Mexico is a family concern that becomes a community event. Always a happy spot is Alameda Park with the beautiful old trees ablaze with twinkling lights, flower-lined walks, handsome statuary and rippling fountains scattered throughout the area. It is a child's wonderland as well as a rare treat for the young at heart. Balloon vendors, their billowing wares outlined against the colorful skyscrapers, refreshment stands, and strolling musicians add to the festivities. Photographers with props of a manger and three live wise men in costume are available to take pictures of the youngsters.

Even in the largest cities, the "posada" is the main ritual and celebrated each evening from December 16-24. They start with the symbolic re-enactment of the Holy Family's journey to Bethlehem and the search for lodging. Two children carry a small litter decorated with twigs, containing clay figurines of Mary riding on a burro with Joseph and the Angel following. Following them are other children in the neighborhood and accompanying adults.

They go from house to house asking for refuge for the night, singing out the request in traditional verses. The man of the

CHRISTMAS IN MEXICO
ADD TWO

house refuses in equally traditional song. The verses are to the effect that the kids better get going; if not, he'll give them a clout or two.

For eight nights preceding Christmas Eve, these "posadas" continue--sometimes within great apartment buildings, sometimes in the swank residential districts, but much more often among the modest homes of the rural and small town poor.

On the ninth night of the posada, Christmas Eve, the long journey is ended and the birth takes place. At the house (inn) where the ritual ends, the children are admitted with the words: "You are Joseph? And your wife is Mary? Enter, pilgrims. I don't know who you are."

Though the dimensions and splendor of what follows the children's admittance to the "inn" varies according to the affluence of the area, the ritual is essentially the same. This is an occasion for special songs with children dressed up to represent Mary, Joseph and the Angels. A doll or figurine represents the infant Jesus around whom all kneel and sing.

This is also the time of the breaking of the pinata, a hollow clay container ranging up to four or five feet in length. Only the makers' imagination limits the shape of the figures; they may be a simple multi-pointed star, a human figure, a bird or an animal.

The clay containers are covered with colored paper and filled with candies, nuts, toys and fruit. Blindfolded, the children strike at the pinata with sticks and, when the fortunate child smashes it, out stream all the goodies with a quality and abundance that runs the spectrum of what the family can afford.

CHRISTMAS IN MEXICO
ADD THREE

The family dinner on Christmas Eve is the big feast of the season. Later, after the "Misa de Gallo" (literally, the Rooster Mass), which begins at midnight, it is another occasion for breaking pinatas, setting off fireworks, blowing whistles and ringing bells.

The festive late supper may continue until the first rays of dawn on Christmas morning. As elsewhere, there are those who celebrate the holiday more noisily than others. Thus, Christmas Eve in Mexico may sometimes approximate New Year's Eve in North America.

Christmas Day is usually quiet and relaxed. It isn't until January 6, when the Epiphany is observed, that the large gifts are given.

Children write letters to the Christ child and their shoes are left at the foot of their beds. As the Three Magi (the Three Kings) pass through the city on the legendary visit to the Holy Family to behold the Christ child, the gifts are left in the children's shoes.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

OAXACA: The City of Jade

Untouched by mass tourism, the little city of Oaxaca lies 340 miles southeast of Mexico City, a mile-high gem set in the vast green ring of the Sierra Madre mountains.

Called the City of Jade because of the pale green stones found there, Oaxaca (pronounced wah-HAH-ka) is so compact that one can walk to museums and markets in minutes.

Oaxacan life begins in the heart of the city, or zocalo, the Plaza de Armas. One of the liveliest plazas in Mexico, this zocalo attracts the public with its little gazebo, band concerts, tree-shaded benches, and outdoor cafes. A short walk from the zocalo are some of Oaxaca's most impressive sights.

The basilica of la Soledad is most famous for its statue of the Virgin of Soledad, the patron saint of Oaxaca, who is thought to have great healing powers. Built in 1553, the Cathedral of Oaxaca is noted for its baroque facade and for its clock made entirely of wooden parts. It still keeps good time despite the fact that it is hundreds of years old.

- more -

OAXACA
ADD ONE

The church of Santo Domingo, finished around 1670, is a fine example of baroque art and a favorite among the Oaxaquenos, the major attraction being the interior of the structure which is covered entirely in gold and polychrome relief.

The Regional Museum is housed in a converted convent next to the church, and contains the priceless jewels discovered at Monte Alban, once a thriving Zapotec holy city that covered an area of 25 square miles. It was here, in the cemetery, that treasures unequalled in the Western hemisphere were found. Pre-Hispanic art, however, is found at the Rufino Tamayo Museum, and traces the development of the region from 1250 B.C. to 1500 A.D., before the arrival of the Spanish.

Cortes, conquistador supreme, fell in love with Oaxaca and, because of that, the city was spared some of the more violent forms of colonial rule. In fact, until the Mexican Revolution in 1910, Cortes' descendants retained title to most of the land in the area.

In addition to so many other things, Oaxaca is famous for producing two of Mexico's most important presidents: Benito Juarez and Porfirio Diaz.

A bargain hunters' paradise, Oaxaca draws people from all over the region to her colorful Saturday market, where famous Oaxacan black pottery, serapes (for as little as \$30), heavily embroidered dresses (some for under \$20), leather goods, and jewelry can be bartered for and bought.

OAXACA
ADD TWO

Some of Mexico's most impressive archaeological finds can be visited within a 25-mile radius of the zocalo.

Great cultures flourished here some 2,000 years ago -- the Olmecs, Zapotecs, and Mixtecs, leaving behind them the sites of Monte Alban, Mitla, and Yagul which bear witness to elaborate and highly religious civilizations that were well versed in astronomy, mathematics, and related disciplines. There is evidence that these ancient people had a written language that may be the oldest on this continent.

A fifteen-minute drive from Oaxaca brings one to Monte Alban. Some think it to be the richest and most magnificent of all of the thousands of archaeological sites in the country. Overlooking the Oaxacan valley from a mountain the Sapotecs leveled by the sixth century, B.C., each of the buildings is carefully arranged on a perfect north-south axis with the exception of the observatory which is more closely aligned with the stars than the poles. About 1,000 years ago, the Zapotecs were conquered by the Mixtecs who used Monte Alban as a city of the dead.

The archaeological site at Mitla (taken from an Aztec word, mictlan, which means "place of the dead") is totally different from Monte Alban. The walls, temples and courts are ornamental

- more -

OAXACA
ADD THREE

and inlaid with stone carved in geometric patterns, giving it an almost Grecian appearance. Oddly enough, there are no human forms represented at Mitla, only repetitions of hundreds and hundreds of geometric symbols.

Down the mountain from Mitla, on the way back to Oaxaca is another group of buildings set on top of a hill: Yagul. This city must have been a fortress, set slightly above a grouping of palaces and temples that cover more than 30 underground tombs.

All of these sites offer beautiful views of the region, but the best view of Oaxaca lies a few miles north of the town at the Cerro del Fortin de Zaragoza. From this vantage point it is easy to see why so many visitors have turned into residents.

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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF JANUARY, 1981

for the

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Directors

1. Prepared a speech on various destinations in Mexico for Sr. Sanchez-Navarro, which he presented at two seminars with Texas International. One seminar was January 19 in Minneapolis and the other was January 20 in St. Louis.
2. Wrote a speech on "The Ancient Cultures of Mexico," which Alicia Lopez-Collada presented at the 75th Anniversary dinner of Phi Delta Kappa, a national fraternity of educators.

B. Other Public Relations Projects

1. Provided a story on Ixtapa/Zihuatanejo to the editor of the QUAD CITY TIMES, which she used in a new travel page recently started by the newspaper.

C. Press Visitation Tours Completed

1. BETTER HOMES & GARDENS -- Travel editor Barbara Humeston successfully completed her editorial trip, January 18-24, of the Colonial Cities and will be writing a major story in 1981. The agency made all the necessary arrangements for this trip.

D. Results Achieved in Previous Press Visits

1. PRIVATE PRACTICE MAGAZINE -- Circulation: 200,000, physicians and surgeons. Destinations benefited: Mexico City, Guadalajara. Three stories in this publication resulted from the October 12-18 Medical Press Trip.
2. RADIOLOGY/NUCLEAR MEDICINE MAGAZINE -- Circulation: 26,000, radiologists and physicians. Destinations benefited: Mexico City, Guadalajara. Story in this publication resulted from the October 12-18 Medical Press Trip.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Prepare two speeches for Sr. Sanchez-Navarro to present at seminars in Lansing, Michigan, February 4. The first seminar, with United Airlines and Namer Travel, will be aimed at meeting and convention planners. The speech will discuss the facilities in various locations in Mexico. The second seminar, with United Airlines and Washburne Travel, will be aimed at travel agents. The speech will discuss destinations nationwide.
2. Prepare speech for Sr. Sanchez-Navarro to present at two meetings in Anderson, Indiana, February 12-14. The first seminar will be for the General Motors Travel Club; the speech will be on the Colonial Cities, Puerto Vallarta, Mexico City and Acapulco. The second audience will be the American Association of University Women. Both meetings are being held in conjunction with MGM Travel Service and Mexicana Airlines.

B. Other Public Relations/Promotional Projects

1. TRAVELAGE MIDAMERICA -- Working with this publication on their Mexico issue scheduled for April. Already obtained artwork for cover from Robinsons. Currently preparing editorial background material on the Yucatan.
2. AAA PUBLICATIONS -- Visit to Loreto in Baja California scheduled for February 5-9. Arrangements being made by Lewis Agency for group of editors who are meeting in Palm Springs, February 2-5. Agency contacted AAA and coordinated project.
3. HOSPITAL PHYSICIAN MAGAZINE -- Peter Frishauf, editor, who went on the October 12-18 Medical Press Trip, has scheduled his story for the March issue.

4. JACK PARRY -- This outdoor writer and television personality was sent to Cozumel by the agency in December. As a result of that trip, a feature story is scheduled to appear in the GARY (Ind.) POST TRIBUNE in late February. His television show on Cozumel is scheduled on Channel 50 in March.

C. Press Visitation Tours in Progress or Approved

1. PAUL MARTIN/MARY JANE ROY -- This freelance writer and photographer team will travel to Ixtapa and Palenque February 12-22 to gather information and photos for definite assignments from the CHICAGO TRIBUNE, ST. LOUIS POST DISPATCH, GOOD HOUSEKEEPING and LET'S LIVE MAGAZINE.
2. AARON LEVENTHAL/CARLA LOWRY -- This freelance writer and photographer team will travel to Mexico City and Mazatlan March 17-24 to gather information and photos for definite assignments from TOURING & TRAVEL (Canada) and AAA TRAVELER (Ohio). Also querying other publications.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Made preliminary arrangements for attendance at Cartan/ASTA luncheon for Sr. Sanchez-Navarro, Sr. Hodgins and me. Coordinated photographic coverage for Consejo representatives. The Consejo was co-sponsor of the event, which was held during the Midwest ASTA Convention.
2. Prepared for Sr. Sanchez-Navarro's signature a letter to travel editors to whom we send copies of the "Mexico Tourism and Hotel Guide."
3. Designed for Sr. Sanchez-Navarro a questionnaire that can be distributed at travel seminars to determine travel agent impressions of each event.
4. Developed for Alicia Lopez-Collada a letter explaining the services of the Consejo office which she will send to meeting and convention planners.

B. Other Public Relations/Promotional Services

1. Sent to First Leisure Club, Chicago, slides on various destinations which are to be used in a Mexico travel presentation.
2. Provided freelance writer Paul Martin background information and photos prior to his editorial trip to Ixtapa.
3. Supplied Grand View Travel, St. Clair Shores, Michigan, with information on Guadalajara, Manzanillo and Mexico City for use in promoting travel to these destinations.
4. Freelance writer Randy Mink requested photos of Cuernavaca which will be used in a story he has placed on that destination.
5. Sent to Imacom Travel, Southfield, Michigan, black and white photos and color slides of Cancun, Chichen Itza and Tulum which will be used in printed materials.
6. Obtained and sent to Madelyn Merwin, travel editor, STAR PUBLICATIONS, the 1980 Honeymoon Guide to Mexico, which will be used in the newspaper's upcoming honeymoon issue.
7. Provided Dan Smith, travel editor, LORAIN (Ohio) JOURNAL, with color slides of Mexico City, Chichen Itza, Uxmal and Tulum for use in a special section on Mexico.
8. Slides of Baja, Acapulco, Taxco, Puerto Vallarta and Mexico City were sent to VIP Travel, Chicago, for promotional purposes.
9. Black and white photos of Puerto Vallarta were provided to the Continental Illinois National Bank, Chicago, to be used in a Mexico trip promotion.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

N/A

B. Destination Stories

1. Cuernavaca -- This destination story was directed to major and minor Midwest publications on January 9 in an effort to create interest in the area and to promote travel there.

C. Other Public Relations/Promotional Activities

1. Convention Tax Break Story -- This story, on the new laws which provide tax breaks at conventions in Mexico, was sent to major business and financial editors plus the travel press throughout the Midwest. It was intended to inform the business community of the new laws and attempt to encourage more conventions in Mexico. Mailed January 23.
2. Mexico Airport Improvement Story -- Sent to travel editors of major and suburban publications throughout the Midwest to inform the consumer public of airport improvements and stimulate private plane traffic to Mexico.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment:

The most noteworthy accomplishment was getting BETTER HOMES & GARDENS MAGAZINE (circulation: 8 million) to Mexico on short notice. Each time the magazine does a piece on Mexico, it stimulates unlimited interest in travel. A further accomplishment of the project was the fact we were able to get American Airlines to pay for the transportation.

B. Significant Contact:

Met with Sandra Mosenson, who represents photographer Paul Gremmler, on January 14. Gremmler is the photographer we sent down earlier in the year to do the PLAYBOY story (January issue). The significance of the meeting is that when dealing with other magazines, Ms. Mosenson will work with us to tie-in photographic coverage of Mexico similar to the PLAYBOY assignment.

C. Promotional Programs:

The major activities were the travel seminars which were described elsewhere in this report. The agency's major activity is to write the regional director's speech and arrange photographic coverage when applicable.

D. Other Accomplishment:

Arranged for Sr. Moreno, Sr. Hodgins and Sr. Sanchez-Navarro to meet with four major audio visual companies in Chicago, January 28-29. They discussed multi-media presentations for the Tianguis.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

January, 1981	PLAYBOY MAGAZINE, Chicago, Ill., circulation: 5 million, 6 pages, 186 column inches. An article by Stephen Birnbaum on the inns of Mexico. The agency arranged for the photographic team from Chicago to go to Mexico to illustrate the article. Destinations: Zihuatanejo, Mexico City, Cuernavaca, San Miguel de Allende, Guanajuato, Morelia, Puerto Vallarta.
January, 1981	PRIVATE PRACTICE, Oklahoma City, Okla., circulation: 200,000, 10 pages, 200 column inches. Three articles on Mexico, its medical system (IMSS) and its culture. This article resulted from the agency's October press trip. Destinations: Mexico City and Guadalajara.
January, 1981	RADIOLOGY/NUCLEAR MEDICINE INTL., Chicago, Ill., circulation: 26,000, 6 pages, 180 column inches. Article on Mexico and IMSS which resulted from the agency's October press trip. Destinations: Mexico City and Guadalajara.

December 11, 1980 DES PLAINES JOURNAL, Des Plaines, Ill.,
circulation: 17,200, 24.5 column
inches. Story on the Green Angels
which was sent out by the agency.

December 27, 1980 CHICAGO DEFENDER, Chicago, Ill.,
circulation: 20,891, 10 column
inches. Story on Ixtapa which
was sent out by the agency.

January 2, 1981 MILWAUKEE SENTINEL, Milwaukee, Wisc.,
circulation: 165,205, 26 column
inches. Travel story on Oaxaca.
Agency provided background material
which the writer used in the article.

January 10, 1981 CHICAGO DEFENDER, Chicago, Ill.,
circulation: 20,891, 11 column
inches. Story on the Chihuahua
railroad which the agency sent out.

B. Resulting from Other Sources

December 11, 1980 CENTRALIA SENTINEL, Centralia, Ill.,
circulation: 18,153, 30 column
inches. Feature story on Merida
and the Yucatan by Michael Drudge
of UPI.

December 12, 1980 JACKSONVILLE JOURNAL, Jacksonville,
Ill., circulation: 8,522, 30 column
inches. Michael Drudge, UPI.

December 14, 1980 KENOSHA NEWS, Kenosha, Wisc., circu-
lation: 31,620, 30 column inches.
Michael Drudge, UPI.

December 18, 1980 TERRE HAUTE TRIBUNE, Terre Haute,
Ind., circulation: 22,848, 16
column inches. Michael Drudge, UPI.

December 20, 1980 KENTON TIMES, Kenton, Ohio, circula-
tion: 8,500, 21 column inches.
Michael Drudge, UPI.

December 21, 1980 BLOOMINGTON PANTAGRAPH, Bloomington,
Ill., circulation: 50,413, 17
column inches. Michael Drudge, UPI.

December 23, 1980 EFFINGHAM NEWS, Effingham, Ill.,
circulation: 13,030, 23.5 column
inches. Michael Drudge, UPI.

December 28, 1980	PAINESVILLE SUNDAY PAPER, Painesville, Ohio, circulation: 50,200, 30 column inches. Michael Drudge, UPI.
January 4, 1981	CHICAGO SUN-TIMES, Chicago, Ill., circulation: 719,577, 26 column inches. Michael Drudge, UPI.
January 4, 1981	MINNEAPOLIS TRIBUNE, Minneapolis, Minn., circulation: 607,872, 28 column inches. Michael Drudge, UPI.
January 4, 1981	SPRINGFIELD NEWS AND LEADER, Springfield, Mo., circulation: 80,607, 5.5 column inches. Michael Drudge, UPI.
December 7, 1980	DETROIT NEWS, Detroit, Mich., circulation: 820,140, 745 column inches. Three stories on Mexico. One on Tijuana; one on Mexican food in Hermosillo and one on the Yucatan.
December 17-18	MESSENGER NEWSPAPERS, Suburban Chicago, circulation: 76,000, 17 column inches. Story on Guadalajara appeared in 10 editions of this newspaper chain.
December 14, 1980	GREEN BAY PRESS-GAZETTE, Green Bay, Wisc., circulation: 69,962, 12 column inches. Feature story on bargain buys in Mexico.
January 4, 1981	CHICAGO TRIBUNE, Chicago, Ill., circulation: 1,139,079, 36 column inches. Travel story on the gray whale watching in Baja.
January 4, 1981	THE TIMES, Hammond, Ind., circulation: 71,915, 28 column inches. Copley News Service story on Manzanillo.
January 4, 1981	QUAD-CITY TIMES, Davenport, Iowa, circulation: 81,335, 20 column inches. Story on a charter trip from Moline, Ill., to Ixtapa/Zihuatanejo.

January 4, 1981	QUAD-CITY TIMES, Davenport, Iowa, circulation: 81,335, 60 column inches. New York Times feature story on Mexico City by Alan Riding.
January 4, 1981	THE PLAIN DEALER, Cleveland, Ohio, circulation: 453,223, 19 column inches. LA Times story on the rising costs in Mexico which are still less than other travel destinations.
January 8, 1981	PIONEER PRESS, Suburban Chicago, circulation: 49,455, 24 column inches. Feature story on travel to Mexico City.
January 11, 1981	ST. LOUIS POST-DISPATCH, St. Louis, Mo., circulation: 433,317, 28 column inches. Travel story on Cancun by Glenna Syse of the Chicago Sun-Times.
January 11, 1981	CHICAGO SUN-TIMES, Chicago, Ill., circulation: 719,577, 19 column inches. Travel story on Campeche.
January 25, 1981	CHICAGO TRIBUNE, Chicago, Ill., circulation: 1,139,079, 51 column inches. Feature story on travel to Guadalajara.
December - January	GORDON QUARNSTROM -- A variety of stories by this freelance writer totaled a circulation of approximately 200,000 and 364 column inches.
December - January	MISCELLANEOUS CLIPPINGS -- The following are clippings from a variety of daily and weekly newspapers. Many are round-up stories with brief Mexico mention.

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TO HELP US BETTER SERVE YOU...

...We ask your assistance in completing and returning the enclosed NEWS MEDIA QUESTIONNAIRE.

As you perhaps know, we are public relations counsel to the Mexican Government Tourism Office in this region.

Our responsibilities include providing the news media in this area usable information and photographs about Mexico, and news about the wide variety of attractions Mexico has to offer to travelers and tourists.

To help us do a better job in meeting your needs and requirements, we call upon you for your help.

The enclosed Questionnaire will require only a few moments of your time to complete. Also enclosed is a business reply envelope.

Please be as complete and forthright in your answers as possible.

The more information you can provide to us, the better we will be able to assist you in meeting your needs in the future.

Thank you very much for your cooperation, and I hope you'll take a few moments -- right now -- to complete and return the enclosed Questionnaire.

Cordially,

AARON D. CUSHMAN AND ASSOCIATES, INC.

Philip D. Hoffman

Philip D. Hoffman
Vice President

Enclosures

MEXICAN GOVERNMENT TOURISM OFFICE

NEWS MEDIA QUESTIONNAIRE

(Please type)

NAME _____ TITLE _____
AFFILIATION _____ PHONE (____) _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

Have You Traveled to Mexico? ☐ Yes ☐ No

If Yes, date of last visit: _____

If Yes, where? _____

Are You Permitted by Policy to Accept Expenses-Paid Trips?

☐ Yes ☐ No

Please Indicate (1, 2, 3, etc., by order of preference) Areas of Activity of Greatest Interest to Your Readers/Viewers/Listeners:

_____ Archeology; Ancient Civilizations	_____ Cosmopolitan Cities
_____ Historical Areas and Sites	_____ Museums, Art Galleries, etc.
_____ Sea/Sun/Sand Resort Areas	_____ Sports (fishing, scuba diving, etc.)
_____ Unique Shopping	_____ Festivals, Happenings, etc.
_____ Other (please list) _____	

Please indicate (1, 2, 3, etc., according to importance) those Areas of Mexico of Greatest Interest to Your Readers/Viewers/Listeners:

_____ Baja California	_____ The Colonial Empire
_____ Guadalajara and Environs	_____ Mexico City and Environs
_____ Monterrey/Northern Mexico	_____ Oaxaca/Southern Mexico
_____ The Pacific "Gold Coast"	_____ Yucatan Peninsula/ Caribbean Area
_____ Other (please list) _____	

(Please Continue Other Side)

Are the Articles, Photographs and Other Materials Provided by Mexican Government Tourism Office of Value to You?

☐ Yes ☐ No

If Yes, please indicate (1, 2, 3, etc., by order of importance) types of materials you find most useful:

- ☐ Feature Stories About Mexican Destinations
- ☐ Service Articles About Traveling to Mexico
- ☐ Articles Specifically About:
 - ☐ Automotive Travel to Mexico
 - ☐ Air Travel to Mexico
- ☐ Calendar of Upcoming Events, Festivals, etc., in Mexico
- ☐ Specific Data About Hotels, Resorts, Restaurants, Prices, etc.
- ☐ Other (please specify) _____

Are Photographs Provided by Mexican Government Tourism Office of Value to You?

☐ Yes ☐ No

Do You Use: ☐ Black & White ☐ Repro Proofs ☐ Color Photos

What Areas/Subject Matter Photographs Can You Best Use (please list)

_____	_____
_____	_____
_____	_____

How Can We Improve Our Service To Better Meet Your Needs?

_____	_____
_____	_____
_____	_____

THANK YOU FOR YOUR COOPERATION

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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF FEBRUARY, 1981

for the

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Directors

1. Wrote a speech on various destinations in Mexico for Sr. Sanchez-Navarro to present at a travel agent seminar in Lansing, Michigan, held in conjunction with United Airlines and Washburne Travel.
2. Wrote a speech on meeting and convention facilities in Mexico for Sr. Sanchez-Navarro to present at a meeting planner's seminar in Lansing, Michigan, held in conjunction with United Airlines and Nanmar International Hotel & Tour Representatives.
3. Wrote a speech on travel to Mexico for Sr. Sanchez-Navarro to present at two seminars with MGM Travel Service, Anderson, Indiana. One seminar was for the General Motors Travel Club and the other was for the American Association of University Women. Both groups are planning trips to Mexico.
4. Researched and prepared a speech for Alicia Lopez-Collada to present before the Globetrotters of Cleveland, Chapter of the International Federation of Women's Travel Organization.

B. Other Public Relations Projects

1. Worked closely with BETTER HOMES & GARDENS to provide them with information on the youth hostels in Mexico City, Cancun and Guadalajara.
2. Updated the "Going to Mexico" section for the 1982 edition of the Marquis Appointment Book.
3. Worked with Laura Bly, travel editor of the DAILY HERALD NEWSPAPER chain in suburban Chicago, and provided her with background on Fonatur and photos of Cancun and Ixtapa for a special section on those areas.
4. Prepared and sent out to media in the Midwest the News Media Questionnaire.
5. Prepared and forwarded to Mexico the Highlights of 1980 Report. This information can be used as ideas that could be incorporated into the Consejo Exhibit Booth at the Tianguis Turistico.

C. Press Visitation Tours Completed

1. Paul Martin/Mary Jane Roy -- This freelance writer and photographer team successfully completed their trip to Ixtapa and Palenque during February. They are now preparing stories for CHICAGO TRIBUNE, ST. LOUIS POST DISPATCH, GOOD HOUSEKEEPING and LET'S LIVE MAGAZINE. The agency made all the necessary arrangements for this trip.

D. Results Achieved in Previous Press Visits

1. THE CLEVELAND PRESS -- Circulation: 308,545, consumers. Destinations benefited: Cancun and Yucatan. Bill Hughes wrote a feature story on the area as a result of the United Airlines inaugural press trip in December.
2. THE DAILY HERALD -- Circulation: 60,000, consumers. Destinations benefited: The Yucatan. Laura Bly wrote several feature stories on the area as a result of the United Airlines inaugural press trip in December.
3. BRANIFF'S FLYING COLORS -- Circulation: 1.3 million, travelers and consumers. Freelance writer Paul Martin's story on Cuernavaca with color photos appeared in the February, 1981, issue. This resulted from the 1980 press visitation trip he made.
4. THE PALM BEACH POST -- Circulation: 125,000, consumers with high incomes. A major story on Las Hadas by Janet Steinberg appeared as a result of sending her to Manzanillo in December.
5. THE GARY (IND.) POST TRIBUNE -- Circulation: 90,000, consumers. A major story on Cozumel appeared as a result of sending Jack Parry there on a press visit in December.
6. ECONOMIST NEWSPAPERS -- Circulation: 150,000, consumers; WORCESTER (MASS.) SUNDAY TELEGRAM: Circulation: 108,000 consumers. Stories on Merida appeared as a result of Connie Sherley's post-Tianguis trip in 1980.

7. THE OBSERVER & ECCENTRIC -- Circulation: 155,000, consumers. A feature story on Mexico City resulted from sending Iris Sanderson Jones to Mexico last year with freelance writers Richard and Mary Magruder.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Contacted the Executive Club of Chicago on behalf of Sr. Sanchez-Navarro to suggest a possible Mexico Travel Study Tour. Sr. Sanchez-Navarro and I will follow-up project.
2. Working with Sr. Sanchez-Navarro on the following travel projects:
 - a. March 12 -- Chicago seminar with Turismo Aviomar, a ground and sea operator in the Yucatan and Cozumel, and Eastern Airlines.
 - b. March 18 -- Minneapolis travel show, sponsored by the Minneapolis STAR & TRIBUNE.
 - c. Mid-April -- Travel seminar with MTA and Eastern Airlines in Louisville, Ky.
 - d. April 25-26 -- Century Mall travel show in Chicago
 - e. Go Go Tours Club and church presentations (dates not set).

B. Other Public Relations/Promotional Projects

1. TRAVELAGE MIDAMERICA -- Continuing to work with Linda Ball on the Mexico issue scheduled for April. Obtained additional information for them during a recent trip to Mexico.
2. TIANGUIS TURISTICO -- Will be working with American Airlines and Mexicana on arrangements for transporting the members of the press to Acapulco. Completed invitation list and forwarded to Mexico.

3. TIANGUIS MULTI-MEDIA PRESENTATIONS -- Agency is developing scripts and coordinating the work of the multi-media company in producing three presentations that will be made during the Tianguis.

C. Press Visitation Tours in Progress or Approved

1. AARON LEVENTHAL/CARLA LOWRY -- This freelance writer and photographer team will travel to Mexico City and Puerto Vallarta March 17-24 to gather information and photos for definite assignments from TOURING & TRAVEL (Canada) and AAA TRAVELER (Ohio).
2. MUSIC EDITORS VISITATION TRIP -- The agency is now putting together a press visitation trip to tie into the Cervantes Festival the end of April.
3. SOCCER WRITERS TRIP -- Preliminary discussions have begun with Midwest soccer writers to set up a trip to Mexico to coincide with major games there.
4. ADVENTURE TRAVEL MAGAZINE -- Discussions have begun with freelance writer Stewart Halperin who has an assignment from ADVENTURE TRAVEL to do stories on Palenque and Yaxchilan. He is talking with world-renowned photographer Ernst Haas to accompany him. The agency is gathering information from Mexico to support this project.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Prepared a one-sheet explanation titled, "What Is The Tianguis," for Sr. Sanchez-Navarro to send to invitees to this annual event.
2. Obtained for Sr. Sanchez-Navarro photographs of the Higbee Department Store "Mexico Magico" promotion for inclusion in the project's Memoria.
3. Supervised photography of the Thompson Travel Seminar on Mexico and provided photographs for the company's newsletter.

B. Other Public Relations/Promotional Services

1. Provided slides of Puerto Vallarta to IVI Travel, Deerfield, Ill., to be used in a travel promotion brochure.
2. Photos of Cancun, Tulum and Chichen Itza were sent to Travel Rite, Chicago, for use in a travel promotion piece.
3. Sent photographs of Cozumel and Chichen Itza to Jack Parry to supplement those he took on his visitation trip to Cozumel.
4. Provided freelance writer Janet Steinberg with background materials and photos of Acapulco for use in editorial material about a cruise she is taking there.
5. Supplied black and white photos of Ixtapa and Cancun to Laura Bly of the DAILY HERALD to use with her travel stories on these destinations.
6. Sent background material on the Jewish Heritage of Mexico to Ms. Betty Martin, Chicago, who was speaking to a group on that subject.
7. Background material and photos of Baja California were sent to Ray Vodicka of the ST. LOUIS POST DISPATCH for use with editorial material on that area.
8. Feature News Service of St. Louis requested background material and photos of Monterrey for editorial use.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

N/A

B. Destination Stories

1. Hotel Growth -- This covered destinations throughout Mexico and is an update on new hotels in various locations. The story was sent to major and minor Midwest publications on February 15 to provide new hotel information in various destinations.

C. Other Public Relations/Promotional Activities

1. La Pluma de Plata Writing Competition --
This story on the fifth annual competition was sent to all the press media in the Midwest on February 5 to encourage entries.
2. Angel Derby Air Race -- Sent to major newspapers plus other specialized aircraft and pilot publications in the Midwest to encourage participation and attendance in the event.
Mailed February 20.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment:

Making contact with Stewart Halperin of ADVENTURE TRAVEL who, in turn, is attempting to get world-famous photographer Ernst Haas to accompany him to Palenque and Yaxchilan.

Another accomplishment was meeting in Mexico with Enrique Franco Torrijos, a photographer who knows the Palenque/Yaxchilan area very well. He is very excited about the possibility of having Ernst Haas there and has volunteered to lead the group through some very undeveloped, but most beautiful, terrain in Mexico.

B. Significant Contacts:

Met with Maestro Armando Montiel Olvera, director of the Conservatorio Nacional de Music, and Professor Diego Garcia de Paredes. They will provide invaluable information on musical events in Mexico, to be used in conjunction with the music editors/writers visitation trip.

C. Promotional Programs:

Major activities in Chicago and the Midwest during February were airline and travel agent seminars. The public relations agency's major function was preparing speeches and coordinating necessary photography.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

- January 27, 1981 -- CLEVELAND PRESS, Cleveland, Ohio, circ: 308,545, ½-page plus, 60 column inches. Story on Cancun which resulted from the United Airlines inaugural press trip. Agency coordinated activities and a member of the staff went on the trip.
- January 11, 1981 -- DAILY HERALD, Suburban Chicago, circ: 60,000, 1½-pages, 156 column inches each newspaper. The story appeared in 9 papers for a total of 1,404 column inches. Story on the Yucatan which resulted from the United Airlines inaugural press trip.
- February 1, 1981 -- PALM BEACH POST, West Palm Beach, Florida, circ: 125,000, 1 page, 105 column inches. Story on Las Hadas and Manzanillo which resulted from the agency sending freelance writer Janet Steinberg from Cincinnati to Mexico.
- February, 1981 -- FLYING COLORS MAGAZINE, Dallas, Texas, circ: 1.3 million, 4 pages, 50 column inches. Feature on Cuernavaca with six color photos which resulted from the agency sending Chicago writer Paul Martin to Cuernavaca last spring.
- February 22, 1981 -- GARY POST TRIBUNE, Gary, Indiana, circ: 90,000, 3 pages, 162 column inches. Feature story on Cozumel and skin diving which resulted from sending this outdoor writer to Mexico in December.
- February 8, 1981 -- ECONOMIST NEWSPAPERS, Suburban Chicago, circ: 150,000, 49 column inches, and
- December 14, 1981 -- WORCESTER (Mass.) SUNDAY TELEGRAM, circ: 108,000, 49 column inches.
- Feature story on Merida which resulted from post-Tianguis trip. Agency supplied map of area and background information.

- February 5, 1981 -- THE OBSERVER & ECCENTRIC, Suburban Detroit, circ: 155,000, 1 page story, 39 column inches each in 12 papers for a total of 468 column inches. Feature story on Mexico City which resulted from the agency sending this freelance writer to Mexico last year.
- February 1, 1981 -- ROCK ISLAND ARGUS, Rock Island, Ill., circ: 23,637, 3 pages, 140 column inches. Agency provided background information and photos for the story.
- February, 1981 -- TRAVEL AGENT MAGAZINE, New York, circ: 24,909, photo and caption. Agency supervised photo of Sr. Navarro and two travel industry representatives at a Consejo seminar and submitted to the publication.
- February 16, 1981 -- TRAVELAGE MIDAMERICA -- Chicago, circ: 8,500, photo and caption. Agency supervised photo of Sr. Navarro and a representative from Mexicana Airlines and a travel agent, at a Consejo seminar and submitted to the publication.
- February 5, 1981 -- CHICAGO TRIBUNE, Chicago, circ: 1,139,079, 160 column inches. Agency provided background information on the Yucatan and its food for this Mexican cooking feature.
- February 8, 1981 -- STAR PUBLICATIONS, Suburban Chicago, circ: 80,000, 1-page round-up story on honeymoons with Mexico included. The agency provided the Honeymoon brochure and photo of Cuernavaca.
- February 15, 1981 -- THE JOURNAL, Lorain, Ohio, circ: 46,500, 4 pages on Mexico, 157 column inches. This is a destination story on various locations. The agency provided the 4-column color photo used with the Alan Ridings story.

February, 1981

- CRUISE TRAVEL, Lincolnwood, Ill.,
circ: 200,000, 64 column inches.
Story on cruising the Yucatan.
The agency provided photos for
this feature.

B. Resulting from Other Sources

January 7, 1981

- DAYTON DAILY NEWS, Dayton, Ohio,
circ: 219,217, 5.5 column inches.
Story on increased travel costs
in Mexico.

January 14, 1981

- SOUTHEAST MISSOURIAN, Cape
Girardeau, Mo., circ: 18,198,
21 column inches. Feature on
Mexico cultures and attracting
tourists.

January 20, 1981

- VALLEY REPORTER, Florissant, Mo.,
circ: 14,000, 33 column inches.
A travel feature on Puerto
Vallarta.

January 25, 1981

- DES MOINES REGISTER, Des Moines,
Iowa, circ: 423,379, 101 column
inches. Travel feature on
Ixtapa.

January 25, 1981

- CHICAGO TRIBUNE, Chicago, circ:
1,139,179, 56 column inches.
Destination story on Guadalajara.

January 25, 1981

- OAKLAND PRESS, Pontiac, Michigan,
circ: 72,835, 22 column inches.
Travel feature on Puerto Vallarta.

February 1, 1981

- OMAHA WORLD HERALD, Omaha, Neb.,
circ: 124,765, 20 column inches.
Story on inexpensive Mexico
vacations despite inflation and
taxes.

February 2, 1981

- TRAVELAGE MIDAMERICA, Chicago,
circ: 8,500, 6 column inches.
Story on new health resort in
Rincon del Bosque.

- January 7, 1981 -- LAKE ORION REVIEW, Lake Orion, Michigan, circ: 2,911, 36 column inches. Story about a student who participated in an exchange program but traveled throughout the country.
- February 8, 1981 -- CHICAGO TRIBUNE, Chicago, circ: 1,139,079, 37 column inches. Destination story on Morelia.
- February 22, 1981 -- CHICAGO TRIBUNE, Chicago, circ: 1,139,079, 30 column inches. Feature story with photos on cruising in the Sea of Cortes.
- January 18, 1981 -- INDIANAPOLIS STAR, Indianapolis, Ind., circ: 357,706, 18 column inches. Feature story on Merida and the Yucatan by Michael Drudge of UPI.
- January 25, 1981 -- FLINT JOURNAL, Flint, Michigan, circ: 105,494, 26 column inches. Michael Drudge, UPI.
- January 9, 1981 -- LIMA NEWS, Lima, Ohio, circ: 47,644, 24 column inches. Feature story on the restaurant in Tijuana which is the birthplace of the Caesar salad. AP story by Norm Clarke.
- January 14, 1981 -- SOUTH BEND TRIBUNE, South Bend, Ind., circ: 126,851, 43 column inches. Norm Clarke story.
- January 18, 1981 -- ANN ARBOR NEWS, Ann Arbor, Mich., circ: 44,746, 28 column inches. Norm Clarke story.
- January 8, 1981 -- PIONEER PRESS, North suburban Chicago, circ: 62,464, 24 column inches in each of 11 newspapers for a total of 264 column inches. Feature travel story on low prices in Mexico.
- January, 1981 -- GORDON QUARNSTROM -- A variety of stories by this freelance writer totaled a circulation of approximately 100,000 and 426 column inches.

January -
February

-- MISCELLANEOUS CLIPPINGS -- The following are clippings from a variety of daily and weekly newspapers. Many are round-up stories with brief Mexico mention.

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REGISTRATION UNIT
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public relations
sales promotion
marketing



AARON D. CUSHMAN AND ASSOCIATES, INC. 1100 N. LA SALLE AVE. CHICAGO, ILLINOIS 60610 (312) 263-2500
telex ADCCHGO
telex 25-4005

January 14, 1981

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

Dear Dr. 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, 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 dark ink, reading "Philip D. Hoffman". The signature is written in a cursive, flowing style.

Philip D. Hoffman
Vice President

PDH/da

cc: Jose Luis Sanchez-Navarro
Francisco Espinoza
Alberto Montano
Angel Valadez
Gen. Olimario Mendez
Victor Dominguez
Joe Schmitt



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500
cable ADCCHGO
telex 25-4005

PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL

Date: January 14, 1981

Reported By: Philip D. Hoffman

I. PROJECTS COMPLETED

- A. PUBLIC RELATIONS ADVANCE PLANNING--Program of activities and projects for January, February and March completed and forwarded to public relations liaison for review.
- B. FUNWAY/MEXICANA/MNTC SEMINARS--Prepared remarks for Sr. Sanchez-Navarro to present at seminars, December 8, 10, 11 and 12; assisted in coordination of program; supervised photography and sent photos to leading travel trade publications for placement.
- C. THE ROTARIAN--Jo Nugent, associate editor of the magazine, completed her trip to Mexico and sent a nice letter thanking the Consejo for the arrangements. The article will appear in the May issue.
- D. PLAYBOY MAGAZINE--The Stephen Birnbaum story on Inns in Mexico appeared in the January issue. We were responsible for sending the photographers from Chicago to illustrate the story.
- E. MODERN HEALTHCARE--The first story on Mexico as a result of the October Medical Press Trip appeared in the December issue of the magazine.
- F. TIANGUIS VI--Press nomination forms from Chicago and Denver (for Kansas and Nebraska) were filled out and sent to Mexico and to the public relations liaison.

MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 2

II. PROJECTS UNDERWAY

- A. BETTER HOMES & GARDENS--Barbara Humeston, travel editor, will be going to Mexico January 18-24 to do a major piece on the colonial cities for an issue in 1981. Arrangements have been telexed to Mexico.
- B. AAA PUBLICATIONS--Bud Lewis and Joe Scholnick are coordinating arrangements for Midwest Auto Club editors who are meeting in Palm Springs, California, February 2-5. Editors will fly to Loreto February 5-9 to gather material for stories on that area.
- C. PAUL MARTIN--Working with this freelance writer on a trip to Ixtapa February 12-21. His stories on this area have been commissioned by the ST. LOUIS POST-DISPATCH (circ: 456,000), CHICAGO TRIBUNE (circ: 1,139,079) and LET'S LIVE MAGAZINE (circ: 140,000).
- D. AARON LEVENTHAL--This freelance writer has story commitments from TOURING & TRAVEL (circ: 121,312) and AAA TRAVELER (Ohio) (circ: 245,000) for stories on Mexico City and Mazatlan. Working with him on arrangements for a trip March 14-24.

III. PROJECTS BEING PLANNED

- A. TRAVELAGE MIDAMERICA--Will assist Linda Ball on April Mexico issue. She is especially interested in obtaining updated material on Cancun and Fonatur. Also, she needs from Robinsons color separations for the cover.
- B. DIRECTOR SUPPORT--Planning to assist Sr. Sanchez-Navarro with presentation on Mexico scheduled for General Motors Travel Club, February 13, and American Association of University Women, February 14.
- C. CARTAN/ASTA--Will be involved in arrangements and press coverage of the January 23 luncheon for 1,000 ASTA members to be held in the Hyatt Regency O'Hare and co-sponsored by Cartan and the Consejo.

- D. MUSIC WRITERS VISITATION TRIP--Planning to set up a meeting with Mary Claire Carey, White Tower Travel, to discuss various aspects of this project. Ms. Carey studied music in Mexico and is very familiar with events that can be used in conjunction with the press trip. Also, publicity from this trip will be used to promote retail packages for music lovers, which she is interested in selling.

4. SERVICES PERFORMED

- A. Provided Bob Bogacz, Milwaukee, with booklet of Mexican recipes and tequilla information for editorial use.
- B. Sent to Laura Bly, travel editor, PADDOCK PUBLICATIONS, background information on Cancun to supplement what she obtained on the United press visitation tour.
- C. Prepared for Sr. Sanchez-Navarro a letter to the airlines requesting assistance in preparing the Tianguis invitation list.
- D. Freelance writer Barry Anderson, who will be going to Cozumel to prepare feature stories, requested background material, which we provided.
- E. Sent to Tenholder Travel, St. Louis, black and white photos and news releases on five Mexican destinations for use in the company travel newsletter.
- F. Provided J. Walter Thompson Advertising Agency with color slides of folkloric dancers for use in a Hyatt International ad.
- G. Sent to Madison Travel, Madison, Wisc., photos of Acapulco for use in Mexico newspaper ads.
- H. The SOUTHTOWN ECONOMIST, which sent a reporter on the United Press Trip, requested a photograph of the archeological zones in the Yucatan.

MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 4

- I. Sent to AMERICAN CHIROPRACTOR MAGAZINE photos of Mazatlan to be used in the magazine to promote a convention there.
- J. Delta Communications requested we provide them with slides of Manzanillo, Cuernavaca, Tulum, Palenque, Guanajuato, Taxco and Chichen Itza to be used in a brochure promoting Mexico.
- K. Provided BETTER HOMES & GARDENS BRIDE'S MAGAZINE with color slides of Cozumel and cruise ships obtained from Cannon in New York.
- L. Sent to Ms. Dale Rosene, Sioux City, Iowa, the names of tourism delegates in the State of Chihuahua who she could contact for information on attractions in the area.

V. RELEASES

- A. December 12, 1980 -- IXTAPA/ZIHUATANEJO -- A destination story on this fast-growing area of Mexico.

Sent to major and suburban Midwest publications.
- B. December 30, 1980 -- MEXICAN SPA -- A feature story on the spa in San Jose Purua that is attracting increasing numbers of international visitors.

Sent to major and suburban Midwest publications.
- C. December 23, 1980 -- Photos and captions of Funway Holidays/Mexicana/Consejo Seminar.

Sent to major travel trade publications.

MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 5

VI. INDEX OF CLIPPINGS

Page 1	-- Monthly Report
Page 2	-- Letter from THE ROTARIAN
Page 3	-- Remarks for Sr. Sanchez-Navarro
Page 4	-- Ixtapa Story
Page 5	-- San Jose Purua Spa Story
Page 6	-- Photo Captions for Trade Publications

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

Page 7	-- GOOD HOUSEKEEPING MAGAZINE--The feature story on Cuernavaca which appeared in the October issue of the magazine in California and Nevada, appeared in the December issue in the Midwest. This story is the result of our sending free-lance writer Paul Martin to Cuernavaca earlier in 1980. (circ: 5 million - all editions)
Pages 8 & 9	-- MODERN HEALTHCARE--A story on Mexico's healthcare system, with photos, appeared in the December issue. This is a result of the October Medical Writers Press Visitation trip (circ: 65,000)
Page 10	-- GOING PLACES NEWS--A story on the Folkloric Ballet and other night time activities in Mexico appeared in the November issue. This resulted from information and a photo we provided.
Pages 11 - 15	-- CRUISE TRAVEL MAGAZINE--Seven-page feature story on Acapulco as the port of the month included photos we provided (circ: not available)

MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 6

- Pages 16 & 17 -- CHRISTMAS IN MEXICO STORY--Portions of the Christmas in Mexico story released by the agency were carried in the CEDAR RAPIDS (Iowa) GAZETTE (circ: 75,534) and MILWAUKEE SENTINEL (circ: 165,205)
- Page 18 -- CHICAGO DEFENDER--Our story on Mexico's Yucatan was carried in this daily newspaper (circ: 20,891)

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Page 19 -- MICHIGAN LIVING MOTOR NEWS--A story about warm vacations at bargain prices includes Mexico (circ: 806,600)
- Pages 20 - 25 -- MILWAUKEE JOURNAL--Special travel section on Mexico contains many feature stories and photos (circ: 533,626)
- Pages 26 & 27 -- CHICAGO SUN-TIMES--Travel feature on Puerto Vallarta by Sharon Barrett (circ: 719,577)
- Page 28 -- CHICAGO TRIBUNE--A feature story by Robert Sammons on how Christmas is celebrated in various parts of Mexico (circ: 1,139,079)
- Pages 29 & 30 -- CHICAGO SUN-TIMES--Travel feature story on vacationing in Loreto (circ: 719,577). This story also appeared in the INDIANAPOLIS STAR (circ: 357,706)
- Pages 31 & 32 -- MINNEAPOLIS TRIBUNE--Alan Riding of the New York Times Service wrote a travel story on travel through Mexico and its historical destinations (circ: 607,872)
- Page 33 -- MINNEAPOLIS TRIBUNE--This newspaper ran a travel story on Mexico City by syndicated travel writer Jane Morse (circ: 607,782)

MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 7

- Pages 34 - 36 -- FORD TIMES--Travel feature story about a 41-unit caravan of recreational vehicles that traveled on a flat car of the Ferrocarril Chihuahua al Pacifico (circ: 1,800,000)
- Pages 37 - 40 -- UNITED PRESS INTERNATIONAL--The travel story on Merida by Michael Drudge appeared in the:
- FT. DODGE (Iowa) MESSENGER
(circ: 26,448)
- AMES (Iowa) TRIBUNE (circ: 10,247)
- WASHINGTON (Ind.) TIMES HERALD
(circ: 11,168)
- YOUNGSTOWN (Ohio) VINDICATOR
(circ: 153,000)
- Page 41 -- ST. PAUL PIONEER PRESS--Carried a small AP story on new ruins in Tula (circ: 244,261)
- Pages 42 & 43 -- PRAIRIE FARMER MAGAZINE--Story promoting a December trip for farmers to Mexico (circ: 378,000)
- Pages 44 - 46 -- SPRINGFIELD (Ill.) STATE JOURNAL-REGISTER--Philip Sousa, Copley News Service, wrote a feature story on Mexico City and Acapulco which ran in this newspaper (circ: 57,820). This story also appeared in the YPSILANTI (Mich.) PRESS (circ: 15,857)
- Page 47 -- TRAVELAGE MIDAMERICA--Ran several Mexico travel information stories in its Nov. 24 issue (circ: 8,500)
- Page 48 -- COLUMBUS (Ohio) CITIZEN JOURNAL--Columnist Jim Bishop wrote about the Fiesta Cruise Ship in Acapulco (circ: 111,480)

MEXICAN NATIONAL TOURIST COUNCIL
Progress Report - Page 8

- Page 49 & 50 -- PONTIAC (Mich.) OAKLAND PRESS--
Carried a feature travel story
on Monterrey and the many things
to see and do there (circ: 72,835)
- Page 51 -- MARION (Ohio) STAR--Jack Gregg,
Copley News Service, wrote a
travel story on visiting Manzanillo
(circ: 11,855)
- Page 52 -- SYRACUSE (Ind.) MAIL JOURNAL--
Travel Talk column on the Yucatan
(circ: not available)
- Pages 53 - 58 -- GORDON QUARNSTROM--A number of
stories on Mexico by this freelance
writer appeared in Midwest newspapers.
- Pages 59 - 73 -- MISCELLANEOUS CLIPPINGS--The following
are clippings from a variety of daily
and weekly Midwest newspapers.

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aaron d. cushman and associates, inc. REGISTRATION UNIT
CRIMINAL DIVISION 333 north michigan avenue chicago, illinois 60601 (312) 263-2500
cable ADCCHGO
telex 25-4005

December 11, 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 November, 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
Alberto Monter
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
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PROGRESS REPORT

Client: MEXICAN NATIONAL TOURIST COUNCIL
Date: December 10, 1980
Reported By: Philip D. Hoffman

I. PROJECTS COMPLETED

- A. ANNUAL MEETING -- Prepared the proposed program for Midwest public relations activities for 1981 and presented it at the annual reunion in New York, November 17.
- B. UNITED AIRLINES PRESS VISITATION TRIP -- Prepared the itinerary for the trip, provided the airline with contacts in the Yucatan and arranged for the Consejo to provide ground transportation. Sr. Lima, the Consejo representative in Merida, was contacted to serve as the liaison for the group during their visit.
- C. ROTARIAN MAGAZINE -- Completed all the arrangements for Jo Nugent, associate editor, and Donald Nugent, photographer, who left for Mexico on November 28. Delivered the Nugent's airline tickets on Wednesday, November 26.
- D. JACK PARRY -- Made all the arrangements for this outdoor writer and television personality to visit Cozumel from December 7 - 13 to photograph and write about this area.
- E. JANET STEINBERG -- Finalized all arrangements for this freelance writer from Cincinnati who will travel to Guadalajara, Puerto Vallarta and Manzanillo December 2 - 16. She will write articles for a number of publications throughout the U.S. and Canada.

II. PROJECTS UNDERWAY

- A. AAA PUBLICATIONS -- Contact has been made with the coordinator for the meeting of 15 Midwest Auto Club editors in California February 5 - 8. They are definitely interested in a post-meeting trip to Mexico February 8 - 12. Coordinating this project with Bud Lewis and Joe Scholnick, who are working on transportation arrangements from Los Angeles. Request will be sent to Mexico as soon as Lewis reports progress on project.
- B. BRANIFF FLYING COLORS -- Cuernavaca story by freelance writer, Paul Martin, has been submitted to the magazine which is planning to carry it in February.
- C. BETTER HOMES & GARDENS -- Working with Regional Travel Editor, Barbara Humeston, on a major story for 1981. Have sent her preliminary material on the Colonial Cities and the Yucatan which are of prime interest to her at this point.

III. PROJECTS BEING PLANNED

- A. MUSIC WRITERS VISITATION TRIP -- This trip is being planned for the first quarter of 1981. We are now researching the project to determine if it should be done before the Cervantes Festival or be tied into the Festival.
- B. JEWISH HERITAGE TRIP, 1981 -- Another 1981 project to be scheduled around the music writers trip and date availabilities.
- C. INCENTIVE HOUSE PROMOTIONS -- Will work with John Doyle to reinstate S&H promotion that had to be cancelled because of technical problems in late 1980.
- D. AARON LEVENTHAL -- This freelance writer from Columbus, Ohio, has definite editorial commitments to write Mexico stories for TOURING & TRAVEL and a AAA magazine in Ohio. Will be planning this trip for March.
- E. DIRECTOR SUPPORT -- Working with the directors in Chicago and Denver on public relations support activities for seminars and special promotions.

IV. SERVICES PERFORMED

- A. Provided black and white photos and color slides to freelance travel writer Curtis W. Casewit who will place them in several publications.
- B. Sent to the OFFICIAL AIRLINE GUIDE a list of events in Mexico during June, July and August.
- C. The AMERICAN CHIROPRACTOR MAGAZINE requested photos of Mazatlan which will appear with an article, "The Magic of Mazatlan," in the January/February issue of the publication.
- D. Provided Laura Bly of the DAILY HERALD, Arlington Heights, Illinois, with photos of Acapulco for a special section.
- E. Sent to Janet Steinberg background material and photos of Guadalajara, Puerto Vallarta and Manzanillo prior to her departure.
- F. Supplied slides of Chichen Itza and Manzanillo to Graphic Alliance, Inc., Chicago, to be used for United Airlines cover photo.
- G. Provided answers to medical questions to Peter Frishauf, editor, HOSPITAL PHYSICIAN, for use in his story on Mexico.
- H. Contacted Bud Lewis and arranged for Judy Hevredes and Carolyn McGuire of the CHICAGO TRIBUNE to visit Villa Vera while they were in Acapulco.
- I. Prepared for Sr. Sanchez-Navarro a notice to the travel industry alerting them to MNTC television spots on Chicago station WGN-TV, November 18 - 26.
- J. Provided Professor Arthur Leipzig of Sea Cliff, N.Y., with Jewish Heritage of Mexico information for research he is conducting.

V. RELEASES

- A. November 7, 1980 -- CHRISTMAS IN MEXICO -- A feature story on the ways this holy day is celebrated.
- Sent to major and suburban Midwest publications.
- B. November 21, 1980 -- CANCUN -- A destination story which updates this popular vacation spot.
- Sent to major and suburban Midwest publications.

VI. INDEX OF CLIPPINGS

- Page 1 -- Monthly Report
- Page 2 -- Christmas in Mexico Story
- Page 3 -- Cancun Story
- A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS
- Pages 4 & 5 -- TOWN SQUIRE MAGAZINE -- A feature story by writer Carol Hammond on Cancun for which we supplied extensive background material, appeared in this publication.
- Pages 6 - 10 -- DAILY HERALD -- We supplied color slides on Acapulco which were used in the story by Laura Bly (circ: 62,135)
- Pages 11 - 16 -- MILWAUKEE SENTINEL -- Supplied color slides and background material for this special section on Mexico (circ: 180,000)
- Page 17 -- CHICAGO DEFENDER -- Our story on Oaxaca was published by this newspaper (circ: 20,891)
- Pages 18 - 20 -- MICHIGAN LIVING MOTOR NEWS -- Provided background information to Ellen Barnes for inclusion in her story on the Yucatan (circ: 800,000)

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Pages 21 - 27 -- FAMILY MOTOR COACHING -- Carried a two-part story with color photos about a motor coach trip to the Yucatan (circ: 27,500)
- Pages 28 & 29 -- TRAVELAGE MIDAMERICA -- Cheryl Gregorio wrote a feature story on Puerto Vallarta and its facilities. Publication also contained short stories on information about Mexcio from Horizon Holiday, Aeromexico and Princess Cruises (circ: 8,500)
- Pages 30 - 32 -- CHICAGO TRIBUNE -- An extensive feature story on Mexico City by Alan Riding was released through the NEW YORK TIMES Special Features (circ: 1,139,079)
- Pages 33 & 34 -- DETROIT FREE PRESS -- Ran a feature story on the Independence Route including Queretaro, Guanajuato, Dolores Hidalgo and San Miguel de Allende (circ: 715,657)
- Page 35 -- DETROIT FREE PRESS -- Travel editor Rick Sylvain wrote a feature story on Matamoros (circ: 715,657)
- Pages 36 - 38 -- WISCONSIN STATE JOURNAL -- An extensive travel story on Cozumel, with color photo, was prepared by Genie Campbell, travel editor (circ: 122,258)
- Page 39 -- DETROIT FREE PRESS -- A story on Cancun by Glenna Syse of the CHICAGO SUN-TIMES ran in this newspaper (circ: 715,657)
- Pages 40 & 41 -- CLEVELAND PLAIN DEALER -- This newspaper carried a Baja story by Michael Seiler of the Los Angeles Times (circ: 453,223)

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Pages 42 - 46

- NEWSDAY FEATURE -- Jane Morse wrote a feature story on Mexico City for Newsday which ran in the:

ST. LOUIS POST-DISPATCH (circ: 433,317)
CHICAGO SUN-TIMES (circ: 719,577)
MILWAUKEE JOURNAL (circ: 533,626)
FT. WAYNE NEWS SENTINEL (circ: 72,300)
DAYTON DAILY NEWS (circ: 219,217)

Pages 47 - 49

- NEW YORK DAILY NEWS STORY -- A feature on Guadalajara by Bert Shanas was carried by the DES MOINES REGISTER (circ: 423,379) and the KANSAS CITY STAR (circ: 400,215)

Pages 50 & 51

- CANTON (Ohio) REPOSITORY -- Alan Riding of the NEW YORK TIMES News Service wrote a story about the Mennonites in Cuauhtemoc (circ: 80,475)

Pages 52 & 53

- COPLEY NEWS SERVICE -- A story on travel contrasts in Mexico by Philip Sousa was carried in the TERRE HAUTE (Ind.) STAR (circ: 24,490) and the WHEATON (Ill.) JOURNAL (circ: 6,116)

Page 54

- WISCONSIN STATE JOURNAL -- Ran a feature story on the Mexican Riviera, the west coast of Mexico (circ: 122,258)

Page 55

- CHICAGO TRIBUNE -- A story by Lucy Izon is about avoiding stomach problems in Mexico (circ: 1,139,079)

Page 55

- CHICAGO SUN-TIMES -- Joel Sled of the Newhouse News Service wrote a story about oil and tourism in Mexico (circ: 719,577)

Page 56

- ECONOMIST NEWSPAPERS -- Carried a UPI story on motor home traveling in Baja (circ: 88,247)

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Page 57

-- FIESTAS OF OCTOBER -- A photo and caption on this event appeared in the MINDEN (Neb.) COURIER (circ: 2,400), KNOXVILLE (Ill.) JOURNAL (circ: 1,000), FLORENCE (Ky.) DIXIE NEWS and CANDO (N.D.) RECORD HERALD (circ: 2,700)

Pages 58 - 61

-- GORDON QUARNSTROM -- A number of stories on Mexico by this free-lance travel writer appeared in Midwest newspapers.

Pages 62 - 86

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

RECEIVED
DEPARTMENT OF JUSTICE

APR 22 11 50 AM '81

public relations
sales promotion
marketing



aaron d. cushman and associates, inc. 333 north michigan avenue chicago, illinois 60601 (312) 263-2500
CRIMINAL DIVISION cable ADCCHGO
telex 25-4005

November 13, 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 October, 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/et

cc: Jose Luis Sanchez-Navarro
Francisco Bayardo
Alberto Monter
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: November 13, 1980
Account Executive: Philip D. Hoffman

I. PROJECTS COMPLETED

- A. MEDICAL TRADE PRESS VISITATION TRIP -- The trip to visit IMSS medical facilities in Mexico City and Guadalajara with editors from PATIENT CARE, LAB WORLD, RADIOLOGY/NUCLEAR MEDICINE, PRIVATE PRACTICE, MODERN HEALTHCARE and HOSPITAL PHYSICIAN took place from October 12 - 18 and was very successful. The group was very impressed with the facilities they visited plus the tourism aspects of Mexico. Feature stories are now being scheduled for December, January and February.
- B. HIGBEE DEPARTMENT STORE'S MEXICO MAGICO -- A very successful Mexico promotion was held October 25 - November 8 at the company's main store in downtown Cleveland, plus its suburban outlets. On opening night, there was a benefit performance of the Folkloric Ballet group from Guadalajara in Cleveland. The next night, the group performed in Akron. These two events resulted in local newspaper and television coverage throughout the area. (Clippings and printed materials enclosed.)
- C. GOULD MEXICO WEEK -- The agency assisted the Gould Corporation with "Gould Goes Mexican" week which was held October 21 - 24. The celebration was held to expose the employees of the company to Mexican culture because the company has many business interests in Mexico. Attached to this report is a summary of some of the company-wide activities.

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- D. UNITED AIRLINES SPEECH -- Completed remarks for Sr. Sanchez-Navarro to present before United Airlines flight attendants in conjunction with United's inaugural flights to the Yucatan.
- E. UNITED AIRLINES PRINTED MATERIALS -- In conjunction with United's new flights to the Yucatan, the agency:
 - 1. Provided a photograph of the Monumento de la Patria in Merida, which was used on the company's third quarter report;
 - 2. Provided background material on the Yucatan, which was published in the company newspaper, "Friendly Times."
- F. TIANGUIS STORIES -- Two additional stories were printed in October as a result of journalists attending the Tianguis:
 - 1. WISCONSIN AAA TRAVELER -- A feature story on the Yucatan by James McLinden was published;
 - 2. SERVICE WORLD INTERNATIONAL -- Tourism story on Latin America with an emphasis on Mexico.

II. PROJECTS UNDERWAY

- A. UNITED AIRLINES PRESS VISITATION TRIP -- Working with the airline public relations department and assisting them with the planning of a press inauguration trip from Chicago to the Yucatan December 6 - 12. United will provide air transportation and hotel arrangements. Requested from the Consejo ground transportation in Merida and Cancun. Mr. Aaron Cushman will accompany the group.
- B. THE ROTARIAN -- Jo Nugent, associate editor, and Donald Nugent, photographer, will go to Mexico from November 28 - December 11 to prepare stories on tourism and Rotary.
- C. JACK PARRY -- This outdoor writer and television personality and Carole Parry, journalist and photographer, will travel to Cozumel from December 7 - 13 to photograph and prepare story material on the area for local and national placement.

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- D. CINCINNATI POST -- Travel writer Janet Steinberg will visit Guadalajara, Puerto Vallarta and Manzanillo December 2 - 16 to write travel stories for this and other newspapers for which she does freelance writing.

III. PROJECTS BEING PLANNED

- A. AAA PUBLICATIONS -- Editors of 15 Midwest auto club publications, total circulation 4.1 million, will be meeting in California from February 2 - 5 and would be interested in visiting the West Coast of Mexico from February 5 - 8. This would be an excellent way to obtain additional coverage for such areas as Manzanillo and Ixtapa.
- B. Development of new promotions with department stores and incentive houses during 1981.
- C. Visitation trips for new specialized groups that weren't covered in 1980.
- D. JEWISH HERITAGE TRIP, 1981 -- Date will depend upon travel restrictions to Mexico by the Consejo during January and February.

IV. SERVICES PERFORMED

- A. Prepared remarks for Sr. Sanchez-Navarro to present before a group of Lady Lions who will visit Mexico.
- B. Provided Ludlow Travel Services, St. Joseph, Michigan, with photos of Mexico City and Ixtapa to be used to promote travel there.
- C. Sent to the travel editor of the MILWAUKEE SENTINEL photos of Mexico City to be used in a story she is writing.
- D. Supplied the Leo Burnett Advertising Agency with photos of Cancun to be used in United Airlines Yucatan inaugural advertising.
- E. Received a call from Barbara Humeston, travel editor of BETTER HOMES & GARDENS, and sent her a list of Midwest wholesalers she can contact for information on travel packages to Mexico.

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- F. Arranged accommodations for Paul Perkins and William Legg of Voyages International in Cancun during their trip to shoot audiovisuals of the area.
- G. Provided photos that were taken at the Consejo's Mexico Week reception in Chicago to Mr. Patrick Apodaca at the White House; Mr. Peter Nuno, WGN-TV; and Ms. Irene Hernandez, Cook County Commissioner.
- H. Sent to Dee Knudson, Four Seasons Travel, Lincoln, Nebraska, a story and photos of Ixtapa/Zihuatanejo for placement in her local newspaper.
- I. Provided black and white photos of Mexico City and Acapulco to Sharon Murata of the Cambridge Lord Company, Park Ridge, Illinois, to be used to promote a convention in those cities.
- J. Sent color slides of Acapulco to Wendy Fayne, HMHF Travel, Southfield, Michigan, to be used in a promotion brochure.
- K. Slides of Ixtapa/Zihuatanejo were sent to the CHICAGO TRIBUNE for possible use in its travel section.
- L. Photos of the Ballet Folkloric and other entertainment in Mexico were sent to GOING PLACES MAGAZINE for use in a story it is preparing.
- M. Sent travel writer Janet Steinberg background material on Guadalajara, Puerto Vallarta and Manzanillo in preparation for her December trip.
- N. Provided Rand McNally with a list of the top six annual fiestas in Mexico for inclusion in one of the books on travel they are preparing.
- O. Sent black and white photos of Acapulco to the McNess Company, Freeport, Illinois, to promote a convention that is being planned in Mexico.

V. RELEASES

- A. October 10, 1980 -- OAXACA: THE CITY OF JADE--
A destination story on the
city and surrounding areas.

Sent to major and suburban
Midwest publications.

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B. October 24, 1980 -- MEXICO'S YUCATAN--Feature story
on the area with emphasis on
the outdoor museums and ruins.

Sent to major and suburban
Midwest publications.

VI. INDEX OF CLIPPINGS

Page 1	-- Monthly Report
Page 2	-- Medical Writers Press Kit
Pages 3 - 13	-- Higbee's Department Store Materials and Clippings
Pages 14 - 15	-- Gould, Inc. Promotion Materials
Page 16	-- Remarks for Sr. Sanchez-Navarro at United Airlines
Page 17	-- United Airlines Third Quarter Report
Pages 18 - 19	-- United Airlines FRIENDLY TIMES
Pages 20 - 22	-- AAA TRAVELER
Pages 23 - 25	-- SERVICE WORLD INTERNATIONAL
Page 26	-- Remarks for Sr. Sanchez-Navarro at Lady Lions Group
Page 27	-- Oaxaca Story
Page 28	-- Yucatan Story

A. CLIPS ORIGINATING FROM AGENCY'S DIRECT EFFORTS

Pages 29 - 34 -- RANDY MINK -- This freelance
travel writer prepared a travel
story on Chapultepec Park. We
provided the photos. The story,
to date, has appeared in:

DALLAS MORNING NEWS (circ: 337,000)

SAN JOSE MERCURY NEWS (circ: 255,000)

SAN DIEGO UNION (circ: 310,000)

VAN NUYS VALLEY NEWS (circ: 241,000)

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- Page 35 -- CLEVELAND CALL AND POST -- A feature story we sent out on Loreto was published by the newspaper (circ: 26,800)
- Page 36 -- FIESTAS DE OCTUBRE -- A story we sent out on this celebration appeared in the:
- DES PLAINES JOURNAL (weekly)
- MENDON (Ill.) DISPATCH TIMES (circ: 1,180)
- Page 37 -- DES PLAINES JOURNAL -- A story we sent out on Guanajuato was published by this weekly newspaper.
- Page 38 - 41 -- CONEXPO CRUISE -- A post-conference cruise to Mexico sponsored by CONSTRUCTION DIGEST resulted in a story on Cancun and Cozumel in:
- CONSTRUCTION DIGEST
- MICHIGAN CONTRACTOR & BUILDER
- CONSTRUCTION BULLETIN
- WESTERN BUILDER
- MID-WEST CONTRACTOR
- (Total Circulation: 31,300)

B. CLIPS ORIGINATING FROM OTHER SOURCES

- Pages 42 - 47 -- ST. PAUL PIONEER PRESS -- A special section on Mexico, October 19, included four feature stories on travel in Mexico by such writers as John Eagan, Rogers Worthington, Joel Slead and Jay Clarke (circ: 244,261)

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- Pages 48 - 51 -- CHICAGO TRIBUNE -- A feature story on the Independence Route of Guanajuato, Delores Hidalgo, San Miguel de Allende and Queretaro by Alan Riding was published. The agency supplied photos for the story. (circ: 1,139,079)
- Pages 52 - 53 -- CHICAGO SUN-TIMES -- Ran a feature story on Cancun by Glenna Syse which resulted from a Sheraton Hotel press trip (circ: 719,577)
- Pages 54 - 56 -- GARY (Indiana) POST TRIBUNE -- Beryl Ann Brownell wrote a feature story on the Independence Route which was published with a map of the area (circ: 86,424)
- Pages 57 - 58 -- CHICAGO TRIBUNE -- Robert L. Sammons' extensive story on Cancun ran in this newspaper with two photos and a map of the area (circ: 1,139,079)
- Page 59 -- TOPEKA (Kansas) CAPITAL-JOURNAL -- An L.A./Washington Post story on Cabo San Lucas was published in this newspaper (circ: 73,000)
- Page 60 -- CHICAGO TRIBUNE -- A feature story on the making of guitars in Paracho, Mexico, was written by Paul Bernstein (circ: 1,139,079)
- Page 61 -- YOUNGSTOWN (Ohio) VINDICATOR -- A travel story about San Juan Angahuan and the volcano there (circ: 149,696)
- Page 62 -- ST. LOUIS POST DISPATCH -- A travel story on Tijuana was written by Joan Dames, the travel editor (circ: 433,317)

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- Page 63 -- OMAHA WORLD-HERALD -- A Newhouse News Service story describes Mexico's use of oil profits to promote tourism (circ: 124,765)
- Page 64 -- JOLIET (Ill.) HERALD NEWS -- A Copley News Service story on successful fishing in Mulege (circ: 51,675)
- Pages 65 - 66 -- WILLOUGHBY (Ohio) NEWS-HERALD -- A feature story on Guadalajara by Bert Shanas of the NEW YORK DAILY NEWS (circ: 31,875)
- Page 67 -- McPHERSON (Kansas) SENTINEL -- A story about a camper caravan that goes to Mexico each year (circ: 6,000)
- Pages 68 - 72 -- MICHAEL SEILER -- This syndicated Los Angeles Times writer did a feature on Baja California that appeared in the:
ST. PAUL PIONEER PRESS (circ: 244,261)
MANSFIELD (Ohio) NEWS-JOURNAL (circ: 49,464)
- Pages 73 - 74 -- LAKE LAND PUBLISHING -- A food story on dining in Mexico appeared in four newspapers of this publishing chain (circ: 14,554)
- Pages 75 - 77 -- LORAIN (Ohio) JOURNAL -- Carried a full-page feature story on Mexico City prepared by the NEW YORK TIMES (circ: 43,532)
- Pages 78 - 80 -- COLUMBUS (Ohio) DISPATCH -- Ran a full-page feature on Mexico City by Mike Shoup of Knight-Ridder Newspapers (circ: 348,000)
- Pages 81 - 85 -- GORDON QUARNSTROM -- A number of stories on Mexico by this free-lance travel writer appeared in Midwest newspapers.
- Pages 86 - 100 -- MISCELLANEOUS CLIPPINGS -- The following are clippings from a variety of daily and weekly Midwest newspapers.