

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

Immediate

SAN MIGUEL ALLENDE, A PARADISE

FOR PURSUIT OF THE ARTS

Paris has its Left Bank, but Mexico has San Miguel Allende. Both attract writers, artists and educators from around the world, and this has turned what was once a sleepy small town into what many believe is the most sophisticated and highly intellectual city in Mexico.

This is where the people of Carmel, Cal., Cape Cod, Mass., and New Hope, Pa. spend their winters. In the summer, you will find hordes of teachers, artists, photographers and others, all converging on this small city which also boasts an equestrian academy of international renown.

San Miguel Allende, in the scenic-rich Sierra Madres, is a city of lovely homes, a lending library that would do credit to any major university, and the capital of the tinsmith arts. Artisans here are well-known for their wrought iron designs, wide variety of straw items, and tasteful brass items.

But, perhaps its most outstanding asset is the Institute Allende (housed in an 18th Century palace), part of the University of Guanajuato system.

RECEIVED
U.S. DEPARTMENT
OF JUSTICE
NOV 3 11 21 AM '71
CRIMINAL
INVESTIGATION
REGISTRATION UNIT

SAN MIGUEL ALLENDE
ADD ONE

Numerous Americans take advantage of the regular university level courses and short summer courses. The summer term has become very popular with Americans interested in combining a vacation with the study of fine arts. The school recruits internationally known educators for its teaching staff.

"Allende," as many refer to it, also boasts the Ignacio Ramirez Cultural Center, which is a division of the National Institute of Fine Arts.

It is a learning paradise for students and educators in a comfortable, attractive setting and can also be enjoyed as an easy-going, restful vacation spot.

One can relax, wander the streets, shop, visit the health spas and people-watch. There are numerous hotels, restaurants, cocktail lounges and a wonderful market featuring the arts and crafts of the area, all within walking distance of each other.

The Mexican Government, regarding the small city a "perfect jewel," has made San Miguel Allende a national monument.

The San Miguel Allende area is rich in Mexican history, and its churches and public places were prominent in the freedom fights which opened the Mexican Revolution and created the democracy it is today. These buildings and churches are still standing and make perfect subjects for photographers looking for something special.

Tourists to Mexico City traveling by air can take an easy bus ride to the town described as the "perfect jewel," or rent a car for personal touring. A commuter airline also serves the route.

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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF JUNE, 1981

for the

CONSEJO NACIONAL DE TURISMO

RECEIVED
U.S. DEPARTMENT OF
COMMERCE
NOV 3 11 27 AM '81
EAST ASIAN & PACIFIC
REGISTRATION UNIT

I. PROJECTS COMPLETED

A. Support of Regional Directors

1. Obtained for Sr. Sanchez-Navarro organizational information from the Angel Derby which he could forward to the Stick and Rudder Club of Waukegan.
2. At the request of Sr. Sanchez-Navarro, contacted and met with Ms. Connie Pabich of Regency Travel, Chicago, to discuss a special Mexico promotion in September.
3. Contacted, for Sr. Sanchez-Navarro, members of the press in Kansas City to obtain information about the United States Hispanic Chamber of Commerce.

B. Other Public Relations Projects

1. Obtained from Sant Andrea projected costs of converting the Tianguis audiovisual presentations to existing equipment in the Consejo offices in the U.S. Estimates were forwarded to Mexico for review.
2. Worked with and supervised the three audiovisual presentations at the Tianguis Turistico in Acapulco.
3. Handled press room assignments from Joe Scholnick during the Tianguis.
4. Prepared, for the press room, three releases on the audiovisual presentations.
5. Assisted the Midwest press representatives, who were in Acapulco, with assignments and problems.

C. Press Visitation Tours Completed

Because of Tianguis, there were no press visitations in June.

D. Results Achieved in Previous Press Visits

1. SOUTHTOWN ECONOMIST -- Circulation: 200,000 consumers. Destinations benefited: Mexico City and Oaxaca. Carolyn and Marlin Landwehr wrote a series of three articles on Mexico as a result of our sending them there in April. This is the final article in the series.

2. SOUTHTOWN ECONOMIST -- Circulation: 200,000 consumers. Destination benefited: Merida. This destination story on Merida resulted from Connie Sherley taking a Post-Tianguis trip there in 1980.
3. TRAVEL NEWS SERVICE -- Circulation: 800,000 consumers. Destination benefited: Acapulco. This destination story, sent to 400 publications, resulted from Gordon Quarnstrom attending the 1981 Tianguis.
4. POINTER PUBLICATIONS -- Circulation: 56,000 consumers. Destination benefited: Acapulco. This destination story resulted from Gordon Quarnstrom attending the 1981 Tianguis.
5. SOUTHTOWN ECONOMIST -- Circulation: 200,000 consumers. Destination benefited: Acapulco. This destination story resulted from Gordon Quarnstrom attending the 1981 Tianguis.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Participation in the 60th Anniversary of Mexicana Celebration in Chicago. Public relations support and assistance with photography and publicity coverage.
2. Working with Sr. Sanchez-Navarro and the Chicago Housewares Division of DuPont Company on a Mexican breakfast in conjunction with the National Housewares Show in Chicago.
3. Support for Sr. Sanchez-Navarro's participation in a breakfast seminar with Mexicana Airlines and Mexico Travel Advisors in St. Louis.
4. Assisting Sr. Sanchez-Navarro with preparations and public relations support for seminar with Regency Travel and American Airlines in Chicago.

B. Other Public Relations/Promotional Projects

1. Working with Regency Travel and the State of Jalisco on a September promotion in Chicago.
2. Tie-in press promotions with Eastern Airlines and Republic Airlines as they begin new routes from the Midwest are now in the planning stages.

3. Beginning to formulate plans for Mexico Week Promotions in the Chicago area.

C. Press Visitation Tours in Progress or Approved

1. Ixtapa/Zihuatanejo/Mexico City Press Trip -- All arrangements and approvals have been completed for this trip scheduled for July 18-25.
2. Travel Adventure Films -- Plans are underway for this trip to take place in September. The company would like to film in Chichen Itza, Uxmal, Merida, Mexico City, Oaxaca, Acapulco and Taxco. The film will be used for a travel lecture series with an audience of 500,000 plus on 13 public television stations nationwide. Request for approval will be made to Mexico in July.
3. Eastern Airlines -- Working with Eastern's Public Relations Representative June Farrell on a joint press trip in October to the Yucatan. Eastern has begun flights to Mexico from 11 Midwest cities, and we will include press representatives from these cities on the trip. Ms. Farrell and I will meet in August to formulate plans.
4. Cinema SubSea -- This company is interested in making a diving film in Baja October 12-18. The film would be distributed to television stations and other groups nationwide to promote diving in Mexico. Request will be made to Mexico the end of August.
5. Adventure Travel Magazine -- This publication has received a commitment from world-famous photographer Ernst Haas for a story on Palenque and Yaxchilan. The trip is tentatively scheduled for January 6-18. Arrangements will be requested in the fall.

III. SERVICES PERFORMED

A. Service on Behalf of Regional Director

1. Contacted Mexicana Airlines in St. Louis to discuss Sr. Navarro's participation in the 60th anniversary celebration and discussed the type of remarks to be written for him.

B. Other Public Relations/Promotional Services

1. Provided Paul Watson of Holt Communications with two slides of Cancun for use in a client brochure to promote travel to Mexico.
2. Thomas Cook Travel borrowed seven slides of Mexico to be used in promotional materials.
3. Contacted World Book Encyclopedia to request a color separation of a slide that appeared in the book "Christmas in Mexico" for use by Jane McCabe of PALM BEACH ILLUSTRATED.
4. Provided eight black and white photos of the Yucatan to Funway Holidays for use in promoting that destination.
5. Sent to freelance travel writer Richard Bergman, Rockford, Ill., three black and white photos and background material on Mazatlan for use in travel articles on that destination.
6. Black and white photos (12) and background material on Acapulco, Mazatlan and Mexico City were sent to Illinois International Travel, Rockford, Ill., to promote travel to these destinations.
7. A request for photos of Acapulco from Convention Destinations Unlimited, Oak Brook, Ill., was filled. (Six photos were sent.)
8. Provided black and white photos (12) of Mexico City, Acapulco and Guadalajara to Quintessence Publishing Company, Chicago, for use in their publications.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared for Sr. Sanchez-Navarro a notice to the travel industry concerning areas of responsibility and who to contact in the Chicago office.
2. Prepared for Sr. Sanchez-Navarro a notice to the travel industry informing them of the new television commercials that will air in the Chicago area July 10-24 and August 17-27.

B. Destination Stories

1. Veracruz -- A destination story on Veracruz and La Antigua, 17 miles away, was sent to major and suburban Midwest publications June 8. The purpose was to create interest in a destination near Veracruz which the readers may be unaware.
2. San Miguel de Allende -- A destination story on San Miguel was sent to major and suburban Midwest publications June 30. The purpose of the story was to remind readers of a good summer destination in Mexico for students and teachers.

C. Other Publications/Promotional Activities

1. A feature story in Spanish on the Anthropology Museum in Mexico City, plus black and white photos, was sent to the editor of LA RAZA, Chicago.
2. Contacted Town Squire Magazine in Kansas City which is interested in doing a story on Acapulco. Upon learning that the story will be centered on Las Brisas, I referred the editor to the agency handling that hotel.
3. Prepared for Sr. Moreno a report of the agency's area of responsibility (three audiovisuals) during the Tianguis and sent it to Mexico.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment:

The noteworthy media accomplishment during the month was working closely with GOING PLACES MAGAZINE (circ: 150,000) and being able to edit eight articles on Mexico that will be appearing in the September-October issue. We also provided information for these stories to several freelance writers working for the magazine.

B. Significant Contact:

A significant contact was Redmond Tyler, public relations director for Republic Airlines. By contacting him, we were able to initiate plans for a September press trip to Mexico. The trip will involve press representatives from six new Midwest cities that did not have connecting service to the West Coast of Mexico.

MEXICO'S SILVER CITIES
ADD ONE

Although Cortes discovered silver deposits here in 1522, Taxco's real development came with the arrival of Jose de la Borda, a French miner, in 1716. With the immense fortune he eventually amassed, he built not only roads, aqueducts and houses, but also the magnificent Iglesia de San Sebastian y Santa Prisca, a gem of ultrabaroque architecture. With twin spires rising 130 feet above Taxco's central plaza, every appointment of the church reflects Borda's goal--creating the most superb ecclesiastical edifice of the time (1758) in Mexico.

Silver was the keystone of San Miguel de Allende's architectural development also. The first Spanish settlement in the State of Guanajuato (1540), it was originally a military outpost in hostile Chichmeca Indian territory. After the discovery of Guanajuato's silver mines, it became the home of many aristocratic, wealthy families whose great, thick-walled mansions are still to be seen along many of the tree-lined streets. The name "Allende" honors a native son, Ignacio Allende, one of the heroes of the Revolution of 1810 against Spain.

Guanajuato, Capital of the State of the same name, has maintained its 16th Century Spanish aspect so perfectly that Cervantes dramas are performed in its streets every year during April and May without additional scenery. Situated in a narrow mountain gorge, 230 miles northwest of Mexico City, its streets are so narrow in places that two people cannot pass abreast; so steep in others that the roof of one house is level with the ground floor of the next. Very much an Old World City, it has been called "a blend of Provencal France, the hill towns of Italy and a touch of Montmartre."

MEXICO'S SILVER CITIES
ADD TWO

Gold and silver were discovered here in 1548, and in such quantities that Guanajuato became for a time the richest mining center in New Spain. The rich mine owners spent so much money on mansions, churches, public buildings and lavish living that even Mexico City seemed a bit provincial by comparison. There are reports of European aristocrats and opera stars bypassing Mexico City to come to Guanajuato.

Far to the northwest in the State of Sonora, Los Alamos was a campsite for the Spanish explorer Coronado in 1531. By 1791, it was another of Mexico's great silver centers. As with the others, Los Alamos' wealthy inhabitants poured money into their homes, churches, parks and plazas, making it one of Mexico's colonial gems. But, its geography, combined with factors affecting the other centers, were to reduce it to a ghost town by the time of World War I. The successive impact over the years of floods, droughts, Indian raids, the Revolution of 1910 and the early 20th Century drop in world silver prices gradually thinned its 30,000 population to a scattered three or four thousand. In recent years, many U.S. artists and retirees, drawn by the sunny climate as well as the ruins of the magnificent old buildings, have been settling in Los Alamos and restoring the colonial mansions. These restorations and the imposing Church of La Senora de la Concepcion (1784) now draw many travelers on Mexico's West Coast Highway #15 into turning east at Navajoa and driving the 34 miles for a visit to this charming scene of bygone times.

MEXICO'S SILVER CITIES
ADD THREE

By contrast, Morelia is a city of more than 200,000, and the Capital of the State of Michoacan with a reputation over the centuries of being the most aristocratic of Mexican cities. Encircled by mountains in the Guayangaro Valley, 190 miles west of Mexico City, the city was founded by Spain's first viceroy in Mexico in 1541 and was the birth place of the revolutionary patriot Jose Maria Morelos y Pavon, from whom its present name derives.

As befits a city of its size, there are a host of colonial architectural wonders--the handsome Palacio de Gobierno (State Capitol), the Museo del Estado (State Museum) housed in an 18th Century palace, the tree-studded Plaza de los Martires flanked on three sides by arcaded buildings (with the Cathedral on the fourth), and the Colegio Primitivo y Nacional de San Nicholas de Hidalgo (St. Nicholas College). Originally founded in Patzcuaro in 1540 and moved here in 1580, the college is the oldest active institution of learning in the Western Hemisphere.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

RECEIVED
FEDERAL BUREAU OF INVESTIGATION
U.S. DEPARTMENT OF JUSTICE
NOV 3 11 27 AM '81
INVESTIGATIVE SECTION
REGISTRATION UNIT

VISITORS TO VERACRUZ

CAN VISIT SITE OF CORTES' RETREAT

Today, La Antigua, located 17 miles from Veracruz, is a small town of 1,200. Four centuries ago, it was the place where conquistador Hernan Cortes and his men retreated during the early days of the conquest of Mexico. Initially, his men and ships were anchored off the coast, but as a security measure, Cortes moved operations inland to enjoy the shelter of what is now called La Antigua.

Visitors to La Antigua can walk along cobblestone streets and let their imagination take them away from the 20th Century and back to the days of the conquistadores. Bright flower gardens add colorful accents to the dark green coolness of the towering mango trees and lush vegetation.

Bordering the "zocalo," or town square, are the ruins of a building built in 1525 for Cortes and his men. Inside the remaining walls, supported largely by strong vines and tree roots, is a large area with an earth oven that must have once been the kitchen and mess hall. At the back of the site are the remaining foundations of what was obviously the sleeping quarters, because they are laid out barracks style.

VISITORS TO VERACRUZ
ADD ONE

Another important historic site in La Antigua is a huge banyan tree located near the water's edge. Cortes moored his fleet in front of the tree, which is now partially tipped over, and legend says it was at this tree that Cortes made the decision to burn the ships to prevent the mutinous crew from returning to Spain. A few vessels were spared to return to Cuba as messengers with requests for supplies and men.

Also a gathering place for visitors is the small "Church of the Rosary," built in the late 1500's, the first Christian church in Mexico (some claim it is the first in all the Americas). This church, along with the large one built in the 1700's near the zocalo, is still used.

Today, the inhabitants of La Antigua support themselves with fishing, renting boats, operating some fine seafood restaurants, and working in the nearby sugar cane fields.

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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF MAY, 1981

for the

CONSEJO NACIONAL DE TURISMO

RECEIVED
U.S. DEPARTMENT
OF COMMERCE
OFFICE OF
REGISTRATION
MAY 3 11 27 AM '81
REGISTRATION UNIT

I. PROJECTS COMPLETED

A. Support of Regional Directors

1. Provided assistance to Sr. Navarro in arranging transportation for members of the press attending the Tianguis Turistico.
2. Accompanied Sr. Navarro to a meeting with representatives from the State of Jalisco to discuss a special summer promotion in Chicago.
3. Assisted Sr. Navarro with arrangements for the visit of Sra. Lopez Portillo and the Mexico City Philharmonic Orchestra, May 6.

B. Other Public Relations Projects

1. Supervised with Sr. Navarro the recording of the sound track for the Tianguis audiovisual presentations.
2. Accompanied Sr. Moreno to a review of the storyboards for the Tianguis audiovisual presentations.
3. Assisted Sant Andrea, the audiovisual company, in obtaining from Mexico and other locations the appropriate slides needed for the audiovisual presentations.
4. Contacted Ms. Beryl Ann Brownell, the English-language winner of the La Pluma de Plata, and briefed her on the Tianguis and arrangements for her transportation and hotels in Acapulco.
5. Made travel arrangements to Acapulco for the producer and two stage managers for the Tianguis audiovisual presentation.

C. Press Visitation Tours Completed

There were none in May.

D. Results Achieved in Previous Press Visits

1. LET'S LIVE MAGAZINE -- Circulation: 140,000 consumers. Destinations benefited: Ixtapa and Cuernavaca. Freelance writer Paul Martin wrote about food in these two destinations as a result of the press trip we sent him on earlier in the year.

2. SOUTHTOWN ECONOMIST -- Circulation: 150,000 consumers. Destinations benefited: Oaxaca, Monte Alban, Mitla, Mexico City. Carolyn and Marlin Landwehr wrote a series of two feature stories on these destinations as a result of our sending them there in April.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Working with Sr. Sanchez-Navarro to provide the Stick and Rudder Club of Waukegan with information on a possible air race from Chicago to Cancun.
2. Assisting Sr. Sanchez-Navarro with preparation and materials for the following travel industry projects:
 - a. Minneapolis Aquatennial
 - b. RSVP special travel packages to special audiences
 - c. Pink Holidays archeology packages

B. Other Public Relations/Promotional Projects

1. None until the Tianguis activities are completed.

C. Press Visitation Tours in Progress or Approved

1. Ixtapa/Zihuatanejo/Mexico City Press Trip -- Final arrangements are being made for this trip scheduled for July 18. Request for approval will be made to Mexico after the Tianguis.
2. Travel Adventure Films -- Working with the president of this company on a trip for September during which they would film in Chichen Itza, Uxmal, Merida, Mexico City, Oaxaca, Acapulco and Taxco. This film would be used for a travel lecture series with an audience of 500,000 plus on 13 public television stations nationwide.

3. Cinema SubSea -- This company is interested in making a diving film in Baja in October. The film would be distributed to television stations and other groups nationwide to promote diving in Mexico.
4. ADVENTURE TRAVEL MAGAZINE -- This publication has received a commitment from world-famous photographer Ernst Haas for a story in Palenque and Yaxchilan. We are working with them on arrangements for a trip January 6-18, 1982. The circulation is 200,000.

B. Other Public Relations/Promotional Services

1. Provided ITA Travel with four photos of Acapulco for use in promotional materials for that destination.
2. Freelance writer Marilyn Abbey requested 10 photos of Mexico City for use in an article in the MILWAUKEE SENTINEL.
3. Put together a package of background material on Mexico City for GOING PLACES MAGAZINE.
4. Supplied four photos of Cancun for Motivation Marketing Magazine, Glenview, Ill.
5. Sent to the TOLEDO AAA photos of the Yucatan, Mexico City, Guadalajara and the Pyramids for use in a travel brochure.
6. Sent to ITA Travel three photos of Puerto Vallarta for use in promotional materials for that destination.
7. Identified a photo of Villa Vera in Acapulco for George White of Feature News Service, St. Louis. This photo is being used in a promotional piece on that destination.
8. Provided information on IMSS and Mexico to four doctors who read the articles on Mexico Medicine in the April issue of HOSPITAL PHYSICIAN MAGAZINE.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Program

1. Advised Sr. Sanchez-Navarro on the format of several travel industry letters.

B. Destination Stories

1. Baja Fishing -- A short release on the times of the year for specific fishing in Baja was sent to major and minor Midwest publications April 30. Purpose was to create interest in fishing and travel to this destination.
2. Silver Cities of Mexico -- A feature on Taxco, San Miguel de Allende, Guanajuato and Los Alamos was sent to major and minor Midwest publications May 28. The purpose was to create interest in these destinations and what they have to offer.

C. Other Public Relations/Promotional Activities

1. A news release on the Palatine, Ill., resident who finished sixth in the Angel Derby was sent to local publications in the Chicago area.
2. A follow-up story on the sixth annual Tianguis Turistico was sent to the major Midwest newspapers. The purpose of the release was to promote this annual event.
3. Photos and captions taken at the Quality Inns/Mexicana/Mexican National Tourist Council Seminar were sent to ASTA TRAVEL NEWS, TRAVELAGE MIDAMERICA, TRAVEL TRADE, TRAVEL AGENT, TRAVEL WEEKLY and TRAVELSCENE.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment:

Making contact with Travel Adventure Films and Cinema SubSea was a significant media accomplishment because most film companies are located on

the east and west coast. By making contact with these two companies, both of which are in the Midwest, we will hopefully be able to produce some films on Mexico, which we haven't been able to do in the past.

B. Significant Contact:

A significant contact was June Farrell, public relations representative for Eastern Airlines. Although she is based outside of Washington, D.C., Eastern will begin connecting flights to Mexico from 11 Midwestern cities this summer. We discussed working together on press promotions and trips after the service begins.

C. Promotion Program:

Continuing to pursue special promotion activities with Republic Airlines in conjunction with their inaugural flights to Mexico's West Coast after July 1.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

Clippings from the visit of Sra. Carmen Romano de Lopez Portillo and the Mexico City Philharmonic Orchestra:

April 26, 1981	-- CHICAGO SUBURBANITE ECONOMIST, circ: 48,172, 6½ column inches. Story announcing visit.
April 26, 1981	-- CHICAGO DAILY ECONOMIST, circ: 15,275, 4½ column inches. story announcing visit.
April 26, 1981	-- CHICAGO SOUTHTOWN ECONOMIST, circ: 34,000, 4½ column inches. Story announcing visit.

April 29, 1981

-- CHICAGO SUBURBANITE ECONOMIST,
circ: 48,172, 3 inches.
Story announcing visit.

May 3, 1981

-- DETROIT NEWS, circ: 820,140,
12½ inches. Story and photo
on concert in Detroit.

May 3, 1981

-- INDIANAPOLIS STAR, circ: 357,706,
2½ inches. Story on an award for
Sra. Lopez Portillo.

May 3, 1981

-- CHICAGO SUN-TIMES, circ: 719,577,
½ inch column item on the visit
of Sra. Lopez Portillo.

May 6, 1981

-- AURORA, Ill., BEACON-NEWS, circ:
42,943, 5 column inches. AP
story on Mrs. Lopez Portillo's
arrival in Chicago.

May 6, 1981

-- CHICAGO TRIBUNE, circ: 793,672,
3 column inches. Story on Mrs.
Lopez Portillo's arrival.

May 6, 1981

-- BELOIT, Wisc., NEWS, circ: 18,491,
2 column inches. Story on Mrs.
Lopez Portillo's arrival in Chicago.

May 6, 1981

-- CHICAGO SUN-TIMES, circ: 683,573,
27 column inches. Photo and story
on Mrs. Lopez Portillo being honored
by Mayor Byrne.

May 6, 1981

-- JOLIET HERALD NEWS, circ: 50,330,
20 column inches. Photo and story
on Mrs. Lopez Portillo being
honored by Mayor Byrne.

May 7, 1981

-- EFFINGHAM (Ill.) NEWS, circ: 13,030,
11 column inch photo of Mrs. Lopez
Portillo and Mayor Byrne in Chicago.

May 8, 1981

-- KENOSHA (Wisc.) NEWS, circ: 31,620,
11 column inch photo of Sra. Lopez
Portillo and Mayor Byrne in Chicago.

May 8, 1981	-- CHICAGO SUN-TIMES, circ: 683,573, one inch column item on Mrs. Lopez Portillo's visit.
May 11, 1981	-- CHICAGO TRIBUNE, circ: 793,672, 3½ column inches. Photo and column item on the luncheon for Mrs. Lopez Portillo.
May 13, 1981	-- CHICAGO SUN-TIMES, circ: 683,573, one column inch item on the luncheon for Mrs. Lopez Portillo.
May 13, 1981	-- SOUTH BEND TRIBUNE, circ: 108,300, 10 column inch photo of Sra. Lopez Portillo and Mrs. Reagan at the White House.
May 13, 1981	-- LANSING (Mich.) STATE JOURNAL, circ: 73,320, 2 column inches. Photo and item on Mrs. Lopez Portillo's visit.
May 13, 1981	-- BATTLE CREEK (Mich.) ENQUIRER & NEWS, circ: 33,034. Same coverage as above.

Other Clippings from Agency's Direct Efforts

May 1, 1981	-- SEED WORLD, Des Plaines, Ill., circ: 4,500, 54 column inches. Front cover photo and inside story on convention in Acapulco. Resulted from agency providing cover photo and information on convention site.
May 6, 1981	-- SPRINGFIELD NEWS, Springfield, Ohio, circ: 37,587, 2 column inches. Story on Angel Derby pilot which resulted from agency news release.
May 10, 1981	-- CHICAGO TRIBUNE, Chicago, circ: 1,139,079, one column inch. Announcement of Roberto Duenas joining Chicago office. Resulted from agency news release.

- May 17, 1981 -- ECONOMIST NEWSPAPERS, Chicago, circ: 150,000, 68 column inches. Feature on Oaxaca by Carolyn and Marlin Landwehr which resulted from sending them there in April.
- May 24, 1981 -- ECONOMIST NEWSPAPERS, Chicago, circ: 150,000, 40 column inches. Feature on Mexico City, Monte Alban and Oaxaca which resulted from sending Marlin and Carolyn Landwehr there in April.
- May 25, 1981 -- TRAVEL AGENT MAGAZINE, New York, circ: 32,000, 8 column inches. Photo of Sr. Sanchez-Navarro, Lee Farnham of Mexicana and travel agents at a seminar. Resulted from agency providing magazine with photo.
- June issue -- LET'S LIVE MAGAZINE, Los Angeles, circ: 140,000, 47 column inches. Feature story on traveling in Mexico and staying healthy. This story by Paul Martin resulted from the agency sending him to Ixtapa and Cuernavaca earlier this year.

B. Resulting from Other Sources

- April, 1981 -- AIRPORT SERVICES MANAGEMENT, Minneapolis, circ: 20,036, 6 column inches. Part of a story on flying private aircraft includes flying to Mexico.
- April 12, 1981 -- BLOOMINGTON PANTAGRAPH, Bloomington, Ill., circ: 50,413, 33 column inches. Horace Sutton feature on Acapulco.
- April 12, 1981 -- REGISTER STAR, Rockford, Ill., circ: 82,041, 50 column inches. Travel feature on Acapulco.

- April 16, 1981 -- MT. CARMEL REPUBLICAN REGISTER,
Mt. Carmel, Ill., circ: 4,797,
104 column inches. Feature
story with photos on Mexico City.
- April 19, 1981 -- KANSAS CITY STAR, Kansas City,
Mo., circ: 400,215, 32 column
inches. Horace Sutton feature
on Cocoyoc.
- April 22, 1981 -- DAILY CRYSTAL LAKE HERALD, Crystal
Lake, Ill., circ: 8,376, 54
column inches. Travel story on
food in Mexico.
- April 26, 1981 -- KANSAS CITY STAR, Kansas City,
Mo., circ: 400,215, 20 column
inches. Horace Sutton travel
story on Cuernavaca.
- April 26, 1981 -- CHICAGO TRIBUNE, Chicago, Ill.,
circ: 1,139,079, 17 column
inches. Stan Delaplane feature
story on Tlaquepaque.
- April 26, 1981 -- DAYTON DAILY NEWS, Dayton, Ohio,
circ: 219,217, 24 column inches.
Tlaquepaque feature story by
Stan Delaplane.
- April 26, 1981 -- BLOOMINGTON PANTAGRAPH, Bloomington,
Ill., circ: 50,413, 32 column
inches. Horace Sutton feature
story on Cuernavaca.
- April 26, 1981 -- KANSAS CITY STAR, Kansas City,
Mo., circ: 400,215, 18 column
inches. Travel feature on
Rosarity, Mexico by Jerry Hulse.
- April 26, 1981 -- SUNDAY CAPITAL-JOURNAL, Topeka,
Kansas, circ: 73,414, 10
column inches. Jerry Hulse travel
story on Acapulco.
- April 26, 1981 -- ECONOMIST NEWSPAPERS, Chicago,
circ: 150,000, 25 column inches.
Yucatan feature by Gordon
Quarnstrom. Also 10 column
inch feature on studying in Mexico.

- May 3, 1981 -- CHICAGO TRIBUNE, Chicago, circ:
1,139,079, 22 column inches.
Interview by Ronald Yates with
Mrs. Alegria concerning Mexican
tourism.
- May 3, 1981 -- PLAIN DEALER, Cleveland, Ohio,
circ: 453,223, 16 column inches.
Feature story on Mexican living
and tourism.
- May 10, 1981 -- JOURNAL WORLD, Lawrence, Kansas,
circ: 19,171, 17 column inches.
Travel story on vacationing in
Mexico.
- May 10, 1981 -- POINTER NEWSPAPERS, Suburban
Chicago, circ: 50,000, 15
column inches. Feature story
on Merida by Connie Sherley.
- May 31, 1981 -- CHICAGO TRIBUNE, Chicago, circ:
1,139,079, 16 column inches.
Stan Delaplane feature on Mexico
City and Cortez.
- April & May -- MISCELLANEOUS CLIPPINGS -- The
following are clippings from a
variety of daily and weekly news-
papers. Many are round-up stories
with Mexico mentions.

U.S. DEPT. OF JUSTICE
OF
Nov 3 11 20 AM '81
REGISTRATION UNIT

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

SUPPLEMENTAL STATEMENT

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

For Six Month Period Ending 07 OCT 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
(2) Citizenship
(3) Occupation

Yes ☐ No ☐
Yes ☐ No ☐
Yes ☐ No ☐

(b) If an organization:

- (1) Name
(2) Ownership or control
(3) Branch offices

Yes ☐ No ☒
Yes ☐ No ☒
Yes ☐ No ☒

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

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position

Date Connection
Ended

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:

Name	Residence Address	Citizenship	Position	Date Assumed
Cheryl Patric;	1400 North Lake Shore Dr.;	U.S.	Vice President;	5/16/81

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

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

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

If yes, furnish the following information:

Name	Position or connection	Date terminated
------	------------------------	-----------------

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:

Name	Residence Address	Position or connection	Date connection began
------	----------------------	---------------------------	--------------------------

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

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

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

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

Yes ☐ No ☒

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

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

Yes ☐ No ☒

If yes, describe fully.

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

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Yes ☒ No ☐

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

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
4/8/81 - 10/7/81	Mexican National Tourist Council	Fees and Expenses	\$47,877.87

\$47,877.87

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>
--------------------------------------	--------------------------	--	----------------

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
------	---------	---------	--------

(See attached itemization of expenses.)

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>
--------------------------	---	--	--	----------------

(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 ☐ Motion picture films ☐ Letters or telegrams
articles
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other ☐ Lectures or
publications 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

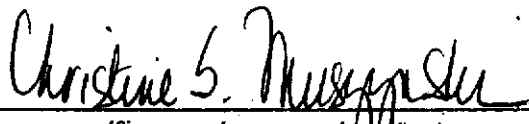
this

28th

day of

October

, 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.

ITEM 15A - Itemization of Expenses
Mexican National Tourist Council
4/8/81 - 10/7/81

<u>Date</u>	<u>To Whom</u>	<u>Purpose</u>	<u>Amount</u>
4/9	SATW	SATW Directory	40.00
4/16	Horders	supplies	68.75
4/16	Horders	supplies	22.26
4/16	Federal Express	air freight	45.98
4/22	Federal Express	air freight	18.00
4/22	American Express	plane fare	271.00
4/29	Burrelles	press clipping	177.10
4/29	Synthegraphics	printing	293.00
4/29	Joseph Jedd	photography	213.00
4/29	National Photo	photos	116.60
4/29	Northwest Mailing	outside letter service	72.28
4/16	Philip Hoffman	travel expenses	100.40
5/7	Crain Communications	publication	1.75
5/7	Philip Hoffman	local expenses	7.00
5/13	Horders	supplies	31.80
5/18	American Express	plane fare	916.00
5/21	Federal Express	air freight	29.20
5/21	Philip Hoffman	local expenses	14.08
5/27	Synthegraphics	printing	130.60
5/27	Federal Express	air freight	19.00
6/3	Aaron Cushman	travel expenses	215.36
6/4	Philip Hoffman	local expenses	2.25
6/11	Burrelles	press clipping	204.05
6/11	Joseph Jedd	photography	80.00
6/11	National Photo	photos	65.00
6/11	Northwest Mailing	outside letter service	31.70
6/11	Federal Express	air freight	21.00
6/11	Philip Hoffman	local expenses	15.46
6/18	Philip Hoffman	travel expenses	490.60
6/26	Philip Hoffman	local expenses	9.95
6/30	The Mexico Report	subscription	25.00
6/30	Burrelles	press clipping	152.35
6/30	Steve Brown	photography	300.00
6/30	Joseph Jedd	photography	18.00
7/2	Federal Express	air freight	19.00
7/8	Philip Hoffman	travel expenses	34.00
7/14	Philip Hoffman	local expenses	59.91
7/16	Horders	supplies	55.65
7/16	Cash	supplies	13.37
7/16	Philip Hoffman	local expenses	12.39
7/28	Philip Hoffman	travel expenses	2,614.49
7/28	American Express	plane fare	458.00
8/11	Burrelles	clipping service	152.90
8/11	Jim Sant'Andrea	photos	75.00
8/11	Northwest Mailing	outside letter service	37.70
8/13	Philip Hoffman	local expenses	19.02
8/19	Horders	supplies	53.32
9/3	Philip Hoffman	local expenses	12.60
9/11	Burrelles	press clipping	158.40
9/11	Northwest Mailing	outside letter service	74.02
9/17	Philip Hoffman	local expenses	3.70
9/22	Cash	postage	.17
9/22	Western Union	telex	42.99
			<u>\$8,251.15</u>

RECEIVED
public relations
sales promotion
CRIM marketing



Nov 3 11 25 AM '81

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

PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF MARCH, 1981

for the

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Directors

1. Contacted Sr. Sanchez-Navarro in Chicago and Sr. Francisco Bayardo, Denver, to discuss their activities for the next three months, and then completed the advance planning for the second quarter 1981.
2. Wrote a speech for Sr. Sanchez-Navarro to deliver at a joint Mexicana/Amigo Tours Seminar in Chicago. Attended the event and supervised photography for trade magazine publicity.
3. Prepared a speech for Sr. Sanchez-Navarro to present at a joint seminar of Mexicana/Mexico Travel Advisors in Louisville.
4. Provided a list of local media for Sr. Sanchez-Navarro to invite to a Chicago presentation of the new Molcas Hotel in Playa del Carmen, Quintana Roo.

B. Other Public Relations Projects

1. Completed three script outlines for the three Tianguis audiovisual presentations, reviewed the outlines with Sr. Hodgins and Sr. Moreno, and gathered background and research material for the writing of the scripts.
2. Began preliminary work on the music writers press trip scheduled for May 9-16 (in order to tie into Cervantes Festival).
3. Prepared materials needed to send out press invitations for the Tianguis.
4. Assisted architectural journalist, Christian Laine, with arrangements for his trip to Mexico City to write articles for the American Institute of Architecture.
5. Contacted members of the local medical press to create interest in attending the upcoming meeting of Interamerican Council of Hypertension in Acapulco.

6. Called a number of publications on the Angel Derby distribution list to invite them to attend the event in Acapulco. None of those contacted were able to attend.
7. Worked closely with the Office of the Governor of Kentucky to obtain photos, background material and clippings that resulted from the Mexican Fiesta at the University of Louisville for which we supplied a mariachi band. The event was to raise money to restore the Governor's Mansion.

C. Press Visitation Tours Completed

1. Aaron Leventhal/Carla Lowry -- This freelance writer and photographer team successfully completed their trip to Mexico City, Cuernavaca and Puerto Vallarta during March. I happened to be in Mexico City while they were there, and the trip was going very well. They are now preparing stories for TOURING & TRAVEL (Canada) and AAA TRAVELER.

D. Results Achieved in Previous Press Visits

1. ST. PAUL PIONEER PRESS -- Circulation: 244,261, consumers. Destinations benefited: Cancun and the Yucatan. Lucille Johnson Stelling had multiple stories published as a result of the United Airlines inaugural press trip in December.
2. SUN NEWSPAPERS -- Circulation: 149,000, consumers. Destinations benefited: Cancun and the Yucatan. Del Stelling wrote a feature story with two photos as a result of the United Airlines inaugural press trip in December.
3. ST. LOUIS POST-DISPATCH -- Circulation: 433,317, consumers. Destinations benefited: Cancun. William Davis wrote a feature on Cancun as a result of the United Airlines inaugural press trip in December.

4. BLACK ENTERPRISE -- Circulation: 230,000, consumers. Destinations benefited: Yucatan and Cancun. Knolly Moses wrote a travel feature in this magazine as a result of the United Airlines inaugural press trip in December.
5. CINCINNATI POST -- Circulation: 187,100, consumers. Destination benefited: Guadalajara. Janet Steinberg wrote an extensive travel story on this city as a result of the December press trip we sent her on.
6. CINCINNATI POST -- Circulation: 187,100, consumers. Destination benefited: Puerto Vallarta. Janet Steinberg wrote an extensive travel story on this resort as a result of the December press trip we sent her on. The feature also appeared in the KENTUCKY POST and THE VALLEY POST editions of the paper.
7. CHICAGO TRIBUNE -- Circulation: 1,139,079, consumers. Destination benefited: Yucatan. A major full-page plus story on the Yucatan by Jerry and Susan Reedy resulted from the trip we sent them on last year.
8. ST. LOUIS POST-DISPATCH -- Circulation: 433,317, consumers. Destination benefited: Ixtapa. The trip we sent Paul Martin and Mary Jane O'Connor on in February, 1981, resulted in the placement of this story.
9. ST. PAUL PIONEER PRESS -- Circulation: 244,261, consumers. Destination benefited: Ixtapa. The same trip mentioned above resulted also in the placement in this newspaper.
10. ST. PAUL PIONEER PRESS -- Circulation: 244,261, consumers. Destination benefited: Cuernavaca. Last year, we sent Paul Martin and Mary Jane O'Connor to Cuernavaca to gather material and photos for this story.

11. SOUTHTOWN ECONOMIST -- Circulation: 15,275, consumers. Destination benefited: Merida. Connie Sherley gathered material for this story on her Post-Tianguis trip last year.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Working closely with Sr. Sanchez-Navarro and Consul General Carlos Ojeda on arrangements and press coverage of Sra. Jose Lopez-Portillo's visit and the performance of the Mexico City Philharmonic Orchestra in Chicago May 6.
2. Working with Sr. Sanchez-Navarro on materials for the following travel projects:
 - a. April 13 -- Summer Vacation Show, sponsored by Bursch Travel Agency, St. Cloud, Minn.
 - b. April 15 -- Breakfast Seminar with Mexicana Airlines and Creative Leisure (villas & condos) at Howard Johnson O'Hare.
 - c. April 15 -- Margarita Party with Mexicana Airlines and Creative Leisure at the Sheraton Plaza Hotel in Chicago.
 - d. April 23 -- Mexicana Airlines Breakfast Seminar in the Quality Inn O'Hare.
 - e. April 23 -- Mexicana Wine & Cheese Seminar at the Chicago Oxford House.

B. Other Public Relations/Promotional Projects

1. Hart, Schaffner & Marx -- Working with the company to arrange for them to shoot an eight-page, four-color brochure, advertisements and direct mail pieces of their Spring, 1982, Cerruti line at Las Hadas. Working with Las Hadas through Peggy Dyer. Assisting Mr. Joe Starzec and J. Scott Davis of HS&M on this project. The project is scheduled for May 3-7.

2. Tianguis Turistico -- Working continuously with Sant Andrea, the audiovisual house in Chicago, on the three Tianguis multi-media presentations.

C. Press Visitation Tours in Progress or Approved

1. DAILY SOUTHTOWN ECONOMIST -- Marlin and Caroline Landwehr, writer and photographer of this major suburban Chicago chain of newspapers, will visit Mexico City and Oaxaca April 19-24 to gather photos and material for travel stories.
2. Music Editors Visitation Trip -- The dates of May 9 - 16 have been established, editors invited and request submitted to Mexico. This trip will tie into Cervantes Festival.
3. Ixtapa/Zihuatanejo Press Trip -- Preliminary plans are being made for a small Midwest editors press trip the week of July 18.
4. ADVENTURE TRAVEL MAGAZINE -- The agency has gathered more information for this proposed trip which will involve writer Stewart Halperin and world-renowned photographer Ernst Haas. They will travel to Palenque and Yaxchilan. July dates are being discussed.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Prepared a memo to the travel industry announcing the addition of Roberto Duenas to the Chicago staff.
2. Assisted Sr. Sanchez-Navarro with Tianguis press invitations.
3. Prepared a memo to the travel industry alerting them to the MNTC advertising schedule in the Midwest for 1981.

B. Other Public Relations/Promotional Services

1. Provided six photos each of Acapulco cliff divers, parasailing and Las Hadas sunset to travel writer Janet Steinberg in Cincinnati.
2. Sent to Nancy Adams, a CHICAGO TRIBUNE writer, two photos of Ixtapa.
3. The National Catholic Cemetery Conference, which will meet in Mexico, requested photos of Cancun, Chichen Itza, Merida and Uxmal. Twelve photos were sent.
4. Provided freelance writer Aaron Leventhal with one slide of Cuernavaca and 15 slides of Mexico City. Also sent him three photos of Puerto Vallarta and three of Mexico City.
5. Freelance writer Jack McGuire requested three photos of Acapulco, which we sent.
6. Mailed eight photos of Acapulco to Convention Destinations Unlimited for use in their publication.
7. Eight photos of Acapulco were sent to the International Foundation of Employee Benefit Plans. Also sent them eight slides of Acapulco.
8. Provided five color slides to the WEST PALM BEACH POST to be used with Janet Steinberg's story on Manzanillo.
9. Sent six color slides and five black and white photos of Acapulco to the publisher of SEED WORLD MAGAZINE.
10. Ten black and white photos of Mexico City, Acapulco and Taxco were sent to the Louisville Automobile Club for use in their Mexico brochure.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Program

1. Sent news release announcing the addition of Roberto Duenas to the Chicago Office to the trade publications and major Midwest newspapers on March 18.

B. Destination Story

1. Santa Clara del Cobre -- A story on the copper creations that are created in this town was sent to major and minor Midwest publications on March 30. Purpose was to create interest in this destination.

C. Other Public Relations/Promotional Activities

1. La Pluma de Plata Writing Competition -- The final news release reminder of the March 16 deadline for the competition was sent to major Midwest writers on March 4.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment:

Creating interest in the upcoming Music Editors Press Visitation Trip was an accomplishment because it has alerted the press to another aspect of our program. They feel this is very creative to focus in on a specialized group of travelers. Therefore, the project has created strong interest and enthusiasm in Mexico, its music programs and the Cervantes Festival.

B. Significant Contact:

The contact with the advertising director and promotion director of Hart, Schaffner & Marx will provide us with an opportunity to promote a Mexico destination (Manzanillo) for very little, if any, cost to the Consejo. The ads, promotion pieces and direct mail pieces they produce will be seen by millions of potential travelers to Mexico.

C. Promotion Programs:

Again, major activities in Chicago and the Midwest during March were the airline and travel agent seminars which provided us with subject matter we could photograph and send to trade publications.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

- | | | |
|-------------------|----|---|
| February 8, 1981 | -- | DAILY SOUTHTOWN ECONOMIST, Suburban Chicago, circ: 15,275, 28 column inches. Travel story on Merida, which resulted from Post-Tianguis trip. Agency provided map and other information. |
| February 22, 1981 | -- | DAILY HERALD, Suburban Chicago, circ: 60,000, 1/2-page, 27 column inches in each newspaper. The Ixtapa and Cancun story resulted from the December United Airlines press trip and appeared in 9 newspapers for a total of 240 column inches. |
| February 22, 1981 | -- | DAILY HERALD, Suburban Chicago, circ: 60,000, 1/2-page, 45 column inches in each newspaper. The feature on Ixtapa was written from extensive material supplied by the agency. It appeared in six newspapers for a total of 270 column inches. |
| February 22, 1981 | -- | TERRE HAUTE TRIBUNE-STAR, Terre Haute, Ind., circ: 46,084, 15 column inches. Story on Mexico's hotel construction, sent out by the agency, appeared in this publication. |

March, 1981

-- DENTAL UPDATE, Royal Oak, Mich.,
20 column inches. Story on
Cancun with photos to promote
an incentive trip in November.
Agency provided background
information and photos.

March, 1981

-- TOWN SQUIRE MAGAZINE, Kansas City, Mo., 52 column inches. Story on Acapulco. The agency provided extensive background material to the client.

March 10, 1981

-- THE CLEVELAND PRESS, Cleveland, Ohio, circ: 308,545, 15 column inches. Story on Mexico's hotel construction, sent out by the agency, appeared in this publication.

March 10, 1981

-- SUN NEWSPAPERS, Suburban
Minneapolis, Minn., circ:
149,000, 48 column inches.
Story on Cancun which
resulted from the United
Airlines press trip in December.

March 14, 1981

-- LOUISVILLE COURIER JOURNAL,
Louisville, Ky., circ: 364,000,
28 column inches. Story on
the Mexican party to raise
funds for the restoration of
the Governor's Mansion.
Consejo provided the mariachi
entertainment.

March 15, 1981

-- ST. PAUL PIONEER PRESS, St.
Paul, Minn., circ: 244,261,
1/2-page plus, 64 column inches.
Story on Cuernavaca by Paul
Martin and Mary Jane O'Connor
resulted from the agency
sending them there last year.

March 15, 1981

-- ST. LOUIS POST-DISPATCH, St.
Louis, Mo., circ: 433,317,
1/2-page, 62 column inches.
Story on Ixtapa by Paul
Martin resulted from the
agency sending him there in
February.

March 15, 1981

- ST. PAUL PIONEER PRESS, St. Paul, Minn., circ: 244,261, almost a full-page, 65 column inches. Story on Ixtapa by Paul Martin and Mary Jane O'Connor resulted from the agency sending them there in February.

March 15, 1981

- ST. PAUL PIONEER PRESS, St. Paul, Minn., circ: 244,261, full-page, 94.5 column inches. Story on the Yucatan by Lucille Stelling, which resulted from the December United Airlines press trip.

March 15, 1981

- ST. LOUIS POST-DISPATCH, St. Louis, Mo., circ: 433,317, 38 column inches. Story on Cancun by William Davis, which resulted from the December United Airlines press trip.

March 17, 1981

- CINCINNATI POST, Cincinnati, Ohio, circ: 187,100, 31 column inches. Also appeared in the KENTUCKY POST (circ: 58,000) and VALLEY POST editions of this paper. The travel story on Puerto Vallarta is a result of sending freelance writer Janet Steinberg to Mexico in December.

March 29, 1981

- CHICAGO TRIBUNE, Chicago, Ill., circ: 1,139,079, 1½ pages, 143 column inches. This story on the Yucatan by Jerry Reedy is a result of the agency sending him there last spring.

March 31, 1981

- CINCINNATI POST, Cincinnati, Ohio, circ: 187,100, full-page, 53 column inches. This story on Guadalajara and Mexico Highway 200 resulted from sending freelance writer Janet Steinberg to Mexico in December.

April, 1981

- BLACK ENTERPRISE MAGAZINE, New York, 230,000, two pages, 36 column inches. This travel feature on the Yucatan resulted from the author, Knolly Moses, going on the United Airlines press trip in December.

B. Resulting from Other Sources

January 31, 1981

- KOKOMO TRIBUNE, Kokomo, Ind., circ: 31,390, 30 column inches. The story of an exchange student and the experience she had living in Mexico for five months.

February 1, 1981

- DECATUR HERALD & REVIEW, Decatur, Ill., circ: 65,000, 45 column inches. A round-up story on winter travel with most of it devoted to Mexico.

February 5, 1981

- JEFFERSON GAZETTE, Jefferson, Ohio, circ: 4,550, 27 column inches. Story about a local group visiting the Yucatan.

February 5, 1981

- LAKELAND NEWSPAPERS, Suburban Chicago, circ: 22,386, 19 column inches in each of eight newspapers for a total of 152 column inches. A travel story on the spa at San Jose Purua.

February 5, 1981

- GARFIELD HTS. LEADER, Cleveland, Ohio, circ: 5,700, 25 column inches. Travel story on Mazatlan and Puerto Vallarta.

February 15, 1981

- FARGO FORUM, Fargo, North Dakota, circ: 63,070, 16 column inches. Travel story on Puerto Vallarta.

February 22, 1981	-- HERALD NEWSPAPERS, Suburban Chicago, circ: 61,073, eight newspapers. Each story 3 column inches for a total of 24 column inches. Travel story on expeditions to Sea of Cortes.
February 22, 1981	-- CHICAGO TRIBUNE, Chicago, circ: 1,139,079, 33 column inches. Feature on cruising in Sea of Cortes.
March 1, 1981	-- DETROIT FREE PRESS, Detroit, Mich., circ: 715,657, 30 column inches. Travel story on underwater diving off Cozumel.
March 1, 1981	-- INDIANAPOLIS STAR, Indianapolis, Ind., circ: 357,706, 24 column inches. Travel feature on Puerto Vallarta.
March 6, 1981	-- MILWAUKEE SENTINEL, Milwaukee, Wisc., circ: 165,205, 8 column inches. Story on the Xochimilco Gardens.
March 6, 1981	-- SUN NEWSPAPERS, Edina, Minn., circ: 149,000, 75 column inches. Travel story on cruising the Mexican Riviera.
March 6, 1981	-- GRAND FORKS HERALD, Grand Forks, N.D., circ: 36,983, 15 column inches. James Kilpatrick column on Puerto Vallarta.
March 6, 1981	-- RAPID CITY JOURNAL, Rapid City, South Dakota, circ: 33,294, 20 column inches. Story same as above.
March 8, 1981	-- FLINT JOURNAL, Flint, Mich., circ: 105,494, 89 column inches. Story on Baja California and its attraction for visitors from the U.S.

March 8, 1981	-- TRAVELHOST, Chicago, Ill., circ: 41,400, 30 column inches. Travel story on San Carlos and Guayamas.
March 10, 1981	-- CANTON REPOSITORY, Canton, Ohio, circ: 80,475, 27 column inches. Feature story on Cancun.
March 12, 1981	-- NEVADA JOURNAL, Nevada, Iowa, circ: 4,100, 14 column inches. A column on Acapulco and Mexico City.
March 12, 1981	-- MAIL ADVERTISER PUBLICATIONS, Suburban Chicago, 36 column inches. Story on Cartan Mexico tour.
March 14, 1981	-- ST. LOUIS GLOBE DEMOCRAT, St. Louis, Mo., circ: 273,478, 32 column inches. Travel story on the bargains in Mexico.
March 15, 1981	-- ST. PAUL PIONEER PRESS, St. Paul, Minn., circ: 244,261, 5 column inches. Short item on the bargains in Mexico.
March 15, 1981	-- ST. LOUIS POST-DISPATCH, St. Louis, Mo., circ: 433,317, 54 column inches. Travel feature on Teotihuacan.
March 15, 1981	-- ST. PAUL PIONEER PRESS, St. Paul, Minn., circ: 244,261, 32 column inches. Travel story on Mazatlan.
March 29, 1981	-- CHICAGO SUN-TIMES, Chicago, Ill., circ: 720,000, full-page, 102 column inches. Travel feature on Puerto Vallarta.

Jan., Feb., March

-- GORDON QUARNSTROM -- A variety of stories by this freelance writer with a total circulation of 134,321 and 120 column inches.

February & March

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

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

FOR RELEASE Immediate

CERVANTES INTERNATIONAL PERFORMING AND VISUAL
ARTS FESTIVAL, THE LARGEST IN THE AMERICAS, AT
GUANAJUATO, MEXICO, APRIL 24-MAY 16

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The Cervantes International Festival, featuring a full spectrum of performing and visual arts luminaries, takes place in Guanajuato, Mexico, April 24th through May 16th.

The festival, the largest in the Americas, and organized under the personal patronage of Mrs. Carmen Romano de Lopez Portillo, First Lady of Mexico, will attract some of the world's greatest talents in artistic achievement.

This year's program includes: Comedie Francaise, Vienna Philharmonic, Stuttgart Ballet, Martha Graham Ballet, Australian Ballet, Lindsay Kemp Company Theater, Mexico City Philharmonic, Rudolf Serkin, Yehudi Menuhin, Stabile di Genova, Gilda Cruz Romo, Mozarteum Orchestra of Salzburg, Sankai Juku, Mexico's Ballet Folklorico, New York Philharmonic, Birgit Nilsson, Pierre Fournier, Gran Gala International Ballet, Alicia Alonso, Marcia Haydee, Eva Evdokimova, Gelsey Kirkland, Yoko Morishita, Gilbert Becaudo and Joan Baez.

- more -

CERVANTES FESTIVAL
ADD ONE

The International Cervantes Festival, like its European counterparts, is a highly popular event with its own countrymen, but there is a special welcome for tourists in Guanajuato which most observers believe is the "prettiest city in all of Mexico."

Among this 18th Century university town's cobbled streets and squares are new hotels with ready access by air or road to this exceptionally scenic area of Mexican countryside.

The festival devotes three weeks to music, theater, dance, visual arts, cinema, lectures and seminars representing countries such as Mexico, Japan, United States, Poland, Spain, Italy, Czechoslovakia, Germany, Australia, Britain, Uruguay, Austria, Venezuela, Hungary, Israel and Argentina.

Guanajuato is northwest of Mexico City, about four driving hours on a modern freeway from the capital city. Air connections are available via Mexico City International Airport.

For details on specifically scheduled events, contact the Mexican Government Tourism Office in Chicago (312/649-0090) or Denver (303/893-6823).

Contact any travel agent, airline serving Mexico City from the U.S. or a regional Mexican Government Tourism Office for information on traveling to the festival.

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#8115
D1081

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

FOR RELEASE Immediate

SPRINGFIELD MOTHER-DAUGHTER TEAM

TO TAKE TO THE AIR IN RACE
FROM LOS ANGELES TO ACAPULCO

Caro Bayley Bosca of Springfield and her daughter Marcy of Brisbee, Arizona, will be among the 38 pilot teams competing in the 1981 All Women's International Air Race. This 32nd annual event, also called the Angel Derby, begins May 7 in Los Angeles, California, and ends May 9 in Acapulco, Mexico.

A veteran pilot, Mrs. Bosca has logged over 4,000 miles in the air since she earned her private license in 1941. She has been an instructor, flown in air shows including the Bristol Air Show, and won numerous awards and competitions.

Her daughter and copilot is currently a student at the Aviation School of Cochise College in Douglas, Arizona.

The world's oldest and only international speed race for women pilots began in 1949 with a race between Montreal and Miami. The 68 women participating in this year's race will enter Mexico at Mexicali and then follow a coastal route past Puerto Penasca, Guaymas, Mazatlan, Puerto Vallarta, Manzanillo and Zihuatanejo before crossing the finish line at Acapulco.

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SPRINGFIELD MOTHER-DAUGHTER TEAM
ADD ONE

The race is a test of skill, competence and safety in the air, rather than just speed. Because all types of aircraft are permitted to enter, pilots actually compete against a professionally established handicap assigned to their plane.

At all airports along the route, international officials will record arrival and departure times from which final scores are computed. The pilot with the highest score, after her handicap is subtracted, wins.

The 1,730-mile trip will be flown in three segments with overnight stays at Guaymas, Puerto Vallarta and Acapulco, the final destination. Representatives of the Mexican National Tourist Council, the race sponsor, will be on hand to greet pilots at these stops. The winner will receive a silver trophy presented by Miguel Aleman, former President of Mexico who is now head of the Tourist Council, at the awards banquet May 12 in Acapulco.

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D2181

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

FOR RELEASE Immediate

PHILHARMONIC ORCHESTRA OF MEXICO CITY TO PERFORM IN CHICAGO

Mexico City's Philharmonic Orchestra, created through the efforts of Mexico's First Lady, Senora Carmen Romano de Lopez Portillo, will appear in Chicago's Orchestra Hall Wednesday, May 6, at 8:00 p.m. The program will include Sensemaya by Jose Revueitas, El Chueco by Bernal-Jimenez (Ballet Suite), and Symphony #3 in "C" Minor OP. 78 Saint-Saens.

During the Orchestra's two-year existence, it has earned an international reputation and has performed to sellout audiences in Mexico City; Lima, Peru; Buenos Aires, Argentina; Rio, Sao Paulo and Curitiba, Brazil; Caracas and Maracay in Venezuela.

European audiences have also welcomed the Orchestra in Madrid, Zurich, Berlin, London, Luxembourg, Paris, Amsterdam and Vienna.

Artistic Director is Maestro Fernando Lozano.

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CHICAGO

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

Immediate

WIFE OF MEXICAN PRESIDENT LOPEZ PORTILLO
TO VISIT CHICAGO

Senora Carmen Romano de Lopez Portillo, First Lady of Mexico, will visit Chicago May 5-7 in connection with a special performance by the Mexico City Philharmonic Orchestra on Wednesday, May 6, at Orchestra Hall at 8 p.m.

This is the first visit to Chicago by Sra. Lopez Portillo and the first American tour for Mexico City's Philharmonic Orchestra. The Philharmonic, created two years ago through the efforts of Sra. Lopez Portillo, has earned an international reputation and played to audiences in countries throughout South America and Europe. Maestro Fernando Lozano is artistic director.

Mexico's First Lady arrives Tuesday, May 5, and will attend a black-tie dinner that evening at the Knickerbocker Hotel hosted by Mayor Byrne and the City Council. Among Sra. Lopez Portillo's activities the next day will be a visit to the Museum of Science and Industry.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

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THREE CHICAGO AREA WOMEN TO COMPETE IN
LOS ANGELES TO ACAPULCO AIR RACE

Three Chicago-area women will be among the 68 pilots competing in the 1981 All Women's International Air Race. This 32nd annual event, also called the Angel Derby, begins May 7 in Los Angeles, California, and ends May 9 in Acapulco, Mexico.

Diane Hromek of Chicago and Madeleine Greisz of Park Ridge are one of the 31 pilot teams participating. Marion Jayne of Palatine will be one of six women flying solo.

Ms. Jayne, a veteran flyer with over 3,000 miles in the air, has won three Angel Derbys. Flying since 1978, Diane Hromek is owner of her own court reporting agency. Her copilot, Ms. Greisz, an insurance broker, has been flying since 1977. All three women are members of 99s, an international organization of women pilots.

The world's oldest and only international speed race for women pilots began in 1949 with a race between Montreal and Miami. This year, participants will enter Mexico at Mexicali and then follow a coastal route past Puerto Penasco, Guaymas, Mazatlan, Puerto Vallarta, Manzanillo and Zihuatanejo before crossing the finish line at Acapulco.

- more -

THREE CHICAGO AREA WOMEN TO COMPETE

ADD ONE

The race is a test of skill, competence and safety in the air, rather than just speed. Because all types of aircraft are permitted to enter, pilots actually compete against a professionally established handicap assigned to their plane.

At all airports along the route, international officials will record arrival and departure times from which final scores are computed. The pilot with the highest score, after her handicap is subtracted, wins.

The 1,730-mile trip will be flown in three segments with overnight stays at Guaymas, Puerto Vallarta and Acapulco, the final destination. Representatives of the Mexican National Tourist Council, the race sponsor, will be on hand to greet pilots at these stops. The winner will receive a silver trophy presented by Miguel Aleman, former President of Mexico who is now head of the Tourist Council, at the awards banquet May 12 in Acapulco.

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#8121
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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

PALATINE RESIDENT TO FLY HER PLANE
IN LOS ANGELES TO ACAPULCO AIR RACE

Marion P. Jayne of Palatine is one of the 68 women competing in the 1981 All Women's International Air Race. This 32nd annual event, also called the Angel Derby, begins May 7 in Los Angeles and ends May 9 in Acapulco, Mexico.

A member of the Chicago Chapter of 99s, an organization of women pilots, Ms. Jayne has logged over 3,000 miles in the air and won the Angel Derby three times. She will fly solo in her Piper Twin Comanche, the same plane she flew to Europe in 1979.

The world's oldest and only international speed race for women pilots began in 1949 with a race between Montreal and Miami. This year's participants (31 pilot teams and 6 solo flyers) will enter Mexico at Mexicali and then follow a coastal route past Puerto Penasca, Guaymas, Mazatlan, Puerto Vallarta, Manzanillo and Zihuatanejo before crossing the finish line at Acapulco.

- more -

PALATINE RESIDENT
ADD ONE

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

FOR RELEASE

PARK RIDGE RESIDENT TO FLY
IN LOS ANGELES TO ACAPULCO AIR RACE

Madeleine Monaco Greisz of Park Ridge will be one of the 68 women from around the country competing in the 1981 All Women's Air Race. This 32nd annual event, also called the Angel Derby, begins May 7 in Los Angeles, California, and ends May 9 in Acapulco, Mexico.

Ms. Greisz, an insurance broker who has been flying since 1977, will be copiloting a Beech Sundowner airplane with pilot Diane Hromek of Chicago. Both are members of 99s, an organization of women pilots.

The world's oldest and only international speed race for women pilots began in 1949 with a race between Montreal and Miami. This year's participating pilots (31 pilot teams and 6 solo flyers) will enter Mexico at Mexicali and then follow a coastal route past Puerto Penasco, Guaymas, Mazatlan, Puerto Vallarta, Manzanillo and Zihuatanejo before crossing the finish line at Acapulco.

- more -

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PARK RIDGE RESIDENT
ADD ONE

The race is a test of skill, competence and safety in the air, rather than just speed. Because all types of aircraft are permitted to enter, pilots actually compete against a professionally established handicap assigned to their plane.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

Immediate

FISHING IS GREAT IN BAJA CALIFORNIA

MULEGE, BAJA CALIFORNIA, MEXICO -- Deep sea fishing is so good here, even rank amateurs usually have a field day.

That's why North Americans in ever increasing numbers are visiting this town of only 2,000 people, with two airfields, along the Sea of Cortes.

There are no telephones, commercial radios, or television in Mulege, though there are frequent barbecues, fiestas and plenty of comradery.

Fishing is a year-round sport here, with every season bringing different species.

The fishing schedule is:

- Year-round: red snapper, Sierra mackerel, grouper, Cabrillo bass, and skipjack (bonita).
- January through October: dolphin, pompano, and roosterfish.
- September through April: amberjack and Jack Crevalles.
- November through April: yellowtail.
- December through February: snook.
- April and May: tuna.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

Immediate

SIXTH ANNUAL "TIANGUIS TURISTICO," MEXICO'S UNIQUE
TRAVEL TRADE-SHOW/SEMINAR, TO BE HELD IN ACAPULCO JUNE 7-10

Tianguis Turistico, Mexico's unique "marketplace" of tourism services, will be held this year in Acapulco from Sunday, June 7 through Wednesday, June 10, 1981.

Originated by The Hon. Miguel Aleman, former President of Mexico and now chief executive officer of the Consejo Nacional de Turismo (Mexican National Tourist Council), Tianguis Turistico brings together the purveyors of Mexican travel services with travel agents from throughout the world.

Invitations for the Sixth Annual Tianguis Turistico have been issued to travel tour operators, wholesalers and others in the travel / transportation industry in more than 40 nations of the world, noted Guillermo Moreno, Coordinator General of the Mexican National Tourist Council. All will be guests of the Mexican Government during their stay in Acapulco.

Those who attend this year's Tianguis (Aztec word meaning "marketplace") Turistico will have the opportunity of visiting some 300 exhibit booths erected and staffed by the purveyors of tourism services from throughout Mexico. There will also be

a number of private meeting rooms available to travel agents and Mexican tour operators for negotiating and contracting services for the coming year.

In addition to the extensive trade show, Tianguis Turistico this year will feature a series of unique seminars featuring leading officials of the airlines, hotels, tour operators and government officials involved in all aspects of Mexican tourism.

"This year," Moreno added, "we are even making provisions in these seminar programs for travel agents to receive definitive answers to questions, direct from Mexico's experts in each field of tourism activities."

Theme for this year's Tianguis Turistico is "MEXICO, NUMBER 1 IN 81." The graphic symbol used to identify the unique trade show/seminar is a colorful hexagonal graphic device (believed to date back to the Huichol Indians, native to the Mexican State of Nayarit) which depicts the "Ojo de Dios" (The Eye of God).

One of the features of the annual Tianguis Turistico is the Awards Ceremony for La Pluma de Plata Mexicana -- the Silver Pen Award -- presented to those journalists whose stories and articles about Mexico are judged best by a panel of impartial judges.

This year, for the first time, a total of \$8,000 in cash prizes and eight trophies, designed in silver by the world-famous Taxco, Mexico, craftsmen, will be awarded to journalists from eight geographic areas of the world. The La Pluma de Plata Mexicana Awards Ceremonies are scheduled for Wednesday, Luncheon, June 10, 1981.

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

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PALATINE RESIDENT FINISHES IN TOP 10
IN ACAPULCO TO LOS ANGELES AIR RACE

Marion Jayne of Palatine flew to a sixth place finish in the 1981 All Women's International Air Race which began May 7 in Los Angeles, California, and ended May 9 in Acapulco, Mexico. The top ten finishers were announced at an awards banquet hosted by the Mexican National Tourist Council in Acapulco on May 12.

There were a total of 68 pilots competing in this year's event, also called the Angel Derby. Ms. Jayne, who piloted a Piper Twin Comanche, was one of only six women who chose to fly solo.

A veteran pilot, Ms. Jayne has logged over 3,000 hours in the air. She is a member of the Chicago Chapter of Ninety-Nines, the international association of women pilots.

The world's oldest and only international speed race for women pilots dates back to 1929 when 20 women, including legendary Amelia Earhart, raced from Santa Monica, California to Cleveland, Ohio. Twenty years later the First International Air Race was held. Women pilots flew between Miami and Montreal as part of the Third Annual All Women's Air Show staged by the Florida Chapter of Ninety-Nines.

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF APRIL, 1981

for the

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Directors

1. Prepared a speech for Sr. Sanchez-Navarro to present at a joint seminar with Mexicana Airlines in St. Louis on April 1.
2. Accompanied Sr. Sanchez-Navarro to a Mexicana/Amigo Tours seminar, supervised publicity photos and serviced them to the appropriate media.
3. Supervised photography at a Mexicana/Calinda seminar and serviced them to the appropriate media.
4. Prepared for Sr. Sanchez-Navarro a memo to the travel industry advising them of the Tourist Council advertising schedule in the Midwest.

B. Other Public Relations Projects

1. Completed three scripts for the three Tianguis audiovisual presentations, traveled to Mexico to obtain approval and made necessary changes. Started working with Sant Andrea, the audiovisual house, on audio and video production.
2. Completed work on the special music writers press trip which included invitations, arrangements, etc. The trip was later cancelled by Mexico due to difficulty in obtaining rooms in Guanajuato and tickets to Cervantes Festival events.
3. Notified the Chicago area press of the performance of the Mexico City Philharmonic Orchestra and the arrival of Sra. Carmen Romano de Lopez Portillo in Chicago, May 6. Arrangements for her arrival and her schedule while in the city will be handled by the Consul General and the Mayor's Office.
4. Completed sending out information to the press on the Chicago participants in the upcoming Angel Derby.
5. Sent results of the News Media Questionnaire to Sr. Moreno, Sr. Palacio and Joe Scholnick.

C. Press Visitation Tours Completed

1. Marlin and Carolyn Landwehr -- This writer and photographer team from the SOUTHTOWN ECONOMIST (circulation: 150,000) successfully completed their trip to Mexico and Oaxaca. They will be preparing travel stories for their multiple newspaper chain shortly.

D. Results Achieved in Previous Press Visits

1. HOSPITAL PHYSICIAN -- Circulation: 90,000, doctors. Destinations benefited: Mexico City, Guadalajara. Peter Frishauf wrote about these two cities and the excellent medical facilities of the IMSS hospitals and clinics. This resulted from the October Medical Writers press trip.
2. THE ROTARIAN -- Circulation: 470,300, consumers and professionals. Jo Nugent wrote two stories-- "Mexico - Land of Everything" and "Rotary In Mexico"--as a result of our sending her to Mexico in late November.
3. TRAVELAGE MIDAMERICA -- Circulation: 8,800, travel trade. Destinations benefited: Cancun and the Yucatan. Linda Ball wrote a number of stories on Mexico as a result of the United Airlines inaugural press trip in December.
4. DALLAS MORNING NEWS -- Circulation: 354,000, consumers. Destinations benefited: Puerto Vallarta and Manzanillo. Janet Steinberg wrote a feature story on these areas as a result of sending her there in December.
5. CINCINNATI POST -- Circulation: 187,100, consumers. Destination benefited: Acapulco. A travel story with photo by Janet Steinberg resulted from our sending her there in December.
6. BUFFALO COURIER-EXPRESS -- Circulation: 272,000, consumers. Destination benefited: Manzanillo. Feature story on the area and Las Hadas by Janet Steinberg resulted from our sending her to Mexico in December.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Working with Sr. Sanchez-Navarro on notifying the travel industry of the television advertising program that will take place in the Midwest during May.
2. Assisting Sr. Sanchez-Navarro with preparation and materials for the following travel industry projects:
 - a. Minneapolis Aquatennial
 - b. RSVP special travel packages to special audiences
 - c. Pink Holidays' summer archeology packages

B. Other Public Relations/Promotional Projects

1. Tianguis Turistico -- Working closely with Sant Andrea, the audiovisual house in Chicago, to complete the three multi-media presentations.
2. Tianguis Turistico -- Coordinating attendance of press representatives from the Midwest. Will also be working in the press room during the Tianguis.

C. Press Visitation Tours in Progress or Approved

1. Ixtapa/Zihuatanejo Press Trip -- Beginning to make firm plans for this trip which will include NORTH SHORE MAGAZINE and other publications from the Midwest. Trip is scheduled for the week of July 18.
2. Republic Airlines -- Working with the carrier on a possible inaugural press trip of new flights to Mexico during July or August.

III. SERVICES PERFORMED

A. Service on Behalf of Regional Director

1. Accompanied Sr. Sanchez-Navarro to a meeting with Republic Airlines representatives to discuss marketing plans for new air service to Mexico.

B. Other Public Relations/Promotional Services

1. Provided four photos of Cancun and Ixtapa to Professor Kenneth Scholberg, Michigan State University, to be included in a Spanish language textbook.
2. Sent background material and 10 photos of Acapulco, Puerto Vallarta, Zihuatanejo, Manzanillo and Mazatlan to freelance writer Nancy Sweetland for an article in the GREEN BAY (Wisc.) PRESS GAZETTE.
3. Provided writer Tom Eldridge with general information on traveling to Mexico.
4. Sent to Barbara Humeston at BETTER HOMES & GARDENS five slides of Guadalajara plus a map of Mexico for use in the upcoming feature she is doing on the Independence Route.
5. The advertising agency for Republic Airlines requested 10 slides of Guadalajara for possible use in their advertising program for the airline.
6. Supplied five black and white photos of Acapulco for use in printed materials by Travelink Tours, Rosemont, Ill.
7. Sent editorial material and photos of Baja Highway, La Paz and Ensenada to CURRICULUM INNOVATIONS MAGAZINE, Highland Park, Ill., for a story they are preparing.
8. Provided eight photos of Cozumel and Chichen Itza to be used to promote a Panasonic incentive trip.

9. A total of eight slides of Acapulco, Cancun, Baja, Cuernavaca, Chichen Itza and Mexico City were sent to Marcos Direct Advertising to be used to promote Mexico.
10. Black and white photos and background material on Cozumel were sent to CRUISE TRAVEL MAGAZINE.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Program

1. Prepared a letter of invitation to members of the travel industry to attend the May 6 performance of the Mexico City Philharmonic.

B. Destination Story

1. Guanajuato and the Cervantes Festival -- A release on this annual event was sent to major and minor Midwest publications on April 10. Purpose was to create interest in the event and the destination.

C. Other Public Relations/Promotional Activities

1. A news release on the visit of Sr. Carmen Romano de Lopez Portillo's visit to Chicago was sent out to the Chicago media April 21 at the request of Sr. Sanchez-Navarro and the Consul General in Chicago, Sr. Ojeda.
2. A news release on the performance of the Mexico City Philharmonic's performance in Chicago was sent to Chicago media April 21 to stimulate interest and attendance.
3. Angel Derby -- Four news releases were sent out April 22 on the local women participating in the event. One release, on all three women, was sent to Chicago media, and individual releases were sent to each of the entrant's hometown newspapers.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment:

Learned that CHICAGO MAGAZINE, which has not had a travel section, will be starting one this fall. Contacted the editor, Jane Samuelson, and discussed with her the inclusion of Mexico. After our discussion, I followed with a letter offering our services.

B. Significant Contact:

A contact with Mr. R. Dougherty, president of Travel Adventure Worldwide Films, could provide us with an opportunity to send him to Mexico to produce a film on archeological sites. Mr. Dougherty, in turn, places his films on television stations in major viewing areas.

C. Promotion Program:

Met with the marketing representatives from Republic Airlines to discuss their inaugural flight to Mexico's West Coast after July 1. We will be working closely with them on this project and a possible inaugural press trip.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

March 1, 1981	--	BUFFALO COURIER-EXPRESS, Buffalo, N.Y., circ: 272,000, 67 column inches. Travel story on Manzanillo and Las Hadas which resulted from sending Janet Steinberg there in December.
April 1, 1981	--	HOSPITAL PHYSICIAN MAGAZINE, New York City, circ: 90,000, 45 column inches. A story on health care in Mexico which resulted from the medical writers press tour in October. This issue of the magazine also contained a column on Mexico's doctors (33 column inches).

April 5, 1981

- CHICAGO TRIBUNE, Chicago, Ill., circ: 1,139,079, 3 column inches. A paragraph on the Cervantes Festival was included in a round-up story on festivals. This resulted from a news release sent out by the agency.

April 6, 1981

- TRAVEL TRADE NEWS, New York, NY, circ: 30,000, 3.5 column inches. Photo and caption on Roberto Duenas which resulted from a release the agency sent out announcing that he joined the Chicago office.

April 12, 1981

- DALLAS MORNING NEWS, Dallas, Texas, circ: 354,000, 69 column inches. Travel story about the West Coast of Mexico which resulted from sending freelance writer Janet Steinberg there in December.

April 13, 1981

- TRAVELAGE MIDAMERICA, Chicago, Ill., circ: 8,800, 135 column inches. A variety of stories on Mexico resulted from sending Linda Ball on United Airlines' press trip to the Yucatan in December. The agency provided some of the information for the various stories.

April 14, 1981

- CHICAGO TRIBUNE, Chicago, Ill., circ: 757,000, one column inch. An item in Aaron Gold's column announced the appearance of the Mexico City Philharmonic and Mrs. Lopez Portillo in Chicago. Agency provided information.

April 14, 1981

- CINCINNATI POST, Cincinnati, Ohio, circ: 187,100, 28 column inches. Travel story on Acapulco resulted from sending freelance writer Janet Steinberg there in December.

April 23, 1981

- CHICAGO SUN-TIMES, Chicago, Ill., circ: 672,000, one column inch. An item in Bob Herguth's column announced the visit of Mrs. Lopez Portillo and the Mexico City Philharmonic in Chicago. Agency provided information.

April 27, 1981

- TRAVELAGE MIDAMERICA, Chicago, Ill., circ: 8,800, 2.5 column inches. Photo and caption announcing that Roberto Duenas joined the Chicago office. This was a result of an agency news release.

May 1, 1981

- THE ROTARIAN, Evanston, Ill., circ: 470,300, 200 column inches. Two stories on Mexico, one about travel and the other about the Rotary in Mexico, resulted from sending Jo and Don Nugent there in December.

B. Resulting from Other Sources

March 4, 1981

- SYRACUSE MAIL JOURNAL, Syracuse, Ind., circ: not available, 96 column inches. Travel story on the Yucatan and the Mayan ruins.

March 5, 1981

- LAKE VILLA RECORD, Lake Villa, Ill., circ: 2,032, 17 column inches. Travel story on Ixtapa/Zihuatanejo.

March 6, 1981

- EDINA SUN, Edina, Minn., circ: 50,000, 75 column inches. A travel story on the Mexican Riviera.

March 8, 1981

- MOLINE DISPATCH, Moline, Ill., circ: 37,185, 8 column inches. Stephen Birnbaum writes about off-season travel prices and included Mexico.

March 12, 1981	-- GLENVIEW TIMES, Glenview, Ill., circ: 4,751, 36 column inches. Feature story on Cartan Travel and its Mexico travel programs.
March 13, 1981	-- WISCONSIN STATE JOURNAL, Madison, Wisc., circ: 122,258, 30 column inches. Feature story on travel and study in Mexico from the CHRISTIAN SCIENCE MONITOR.
March 19, 1981	-- LAKELAND NEWSPAPERS, Suburban Chicago, circ: 25,259, 51 column inches in each of 9 newspapers for a total of 459 column inches. A travel story on Mexico City, Taxco and Acapulco.
March 22, 1981	-- COURIER AND PRESS, Evansville, Ind., circ: 117,242, 13 column inches. Story about students studying and traveling in Mexico. Jerry Hulse Story -- A story on Acapulco appeared in the following newspapers:
March 29, 1981	MUSKEGON CHRONICLE, Muskegon, Mich., circ: 47,128, 28 column inches;
March 29, 1981	KALAMAZOO GAZETTE, Kalamazoo, Mich., circ: 64,053, 39 column inches;
April 12, 1981	CHICAGO SUN-TIMES, Chicago, Ill., circ: 720,000, 21 column inches;
April 5, 1981	WILLOUGHBY NEWS HERALD, Willoughby, Ohio, circ: 31,875, 30 column inches;
April 12, 1981	KANSAS CITY STAR, Kansas City, Mo., circ: 400,215, 30 column inches. Stan Delaplane Story -- This feature on Zihuatanejo appeared in the:
March 29, 1981	DAYTON DAILY NEWS, Dayton, Ohio, circ: 219,217, 16 column inches;
March 29, 1981	CHICAGO TRIBUNE, Chicago, Ill., 1,139,079, 30 column inches.

- April, 1981 -- CRUISE TRAVEL, Evanston, Ill.,
circ: 200,000, 86 column inches.
Travel story about Puerto Vallarta.
- April 5, 1981 -- OMAHA WORLD-HERALD, Omaha, Nebraska,
circ: 124,765, 30 column inches.
Travel story on Zihuatanejo by
Jerry Hulse.
- April 5, 1981 -- CHICAGO TRIBUNE, Chicago, Ill.,
circ: 1,139,079, 42 column
inches. Travel story about new
trolley between San Diego and
Tijuana.
- April 9, 1981 -- MARSHFIELD NEWS-HERALD, Marshfield,
Wisc., circ: 14,959, 42 column
inches. Story about local student
in Mexico.
- April 9, 1981 -- VALPARAISO VIDETTE-MESSENGER,
Valparaiso, Ind., circ: 12,517,
full-page, 105 column inches.
Story and photos about local
high school students in Mexico.
- April 12, 1981 -- CHICAGO TRIBUNE, Chicago, Ill.,
circ: 1,139,079, 42 column
inches. Horace Sutton travel
story on Acapulco.
- April 12, 1981 -- KANSAS CITY STAR, Kansas City,
Mo., circ: 400,215, 50 column
inches. Two stories on Mexico,
one by Ronald Yates on Mexico
City and another by Jerry Hulse
on Zihuatanejo.
- April 12, 1981 -- YOUNGSTOWN VINDICATOR, Youngstown,
Ohio, circ: 149,696, full-page,
100 column inches. Color roto-
gravure with photos of Guanajuato.
- April 19, 1981 -- CHICAGO TRIBUNE, Chicago, Ill.,
circ: 1,139,079, 18 column inches.
Feature story on retirees in
Guadalajara and story on Cocoyoc
by Horace Sutton.

April 26, 1981

-- CHICAGO TRIBUNE, Chicago, Ill.,
circ: 1,139,079, 18 column
inches. Feature story on Tlaquepaque.

April 26, 1981

-- CHICAGO TRIBUNE, Chicago, Ill.,
circ: 1,139,079, 24 column inches.
Horace Sutton travel story on
Cuernavaca.

March & April

-- MISCELLANEOUS CLIPPINGS -- The
following are clippings from a
variety of daily and weekly news-
papers. Many are round-up stories
with Mexico mentions.

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

MEXICO'S PICTURESQUE SILVER CITIES

ARE NATIONAL MONUMENTS

The charm, the architectural beauty, the magnificence of Mexico's famous silver cities dating back to the 16th Century will always be available for tourists. Thanks to long-standing federal government and municipal decrees, it is illegal to tamper with the architectural integrity of some of the nation's most unspoiled colonial cities.

Taxco, San Miguel de Allende, Guanajuato and Los Alamos have been declared "National Colonial Monument" cities by the federal government. In Morelia, local authorities see to it that no unseemly alteration of existing structures or inappropriate new construction takes place--which means that today's visitor can see intact the splendor of an architectural golden age that lasted for more than two centuries, sparked by the development of some of the world's richest silver and gold mines.

When you first see Taxco, the Silver Capital of Mexico with more than 300 silver shops turning out about 90% of the nation's quality silver work, you realize why it is described as "picturesque." Perched on a steep hillside about 110 miles south of Mexico City, its winding, cobblestone streets, tiny plazas, fountains and red-tiled-roof houses look very much as they did in the early 1700's.

FLYING PRIVATE PLANES INTO MEXICO
ADD TWO

Failure to notify U.S. Customs prior to landing in the U.S. can result in a \$500 fine. A part of the pre-flight package should include a copy of the 1980 edition of the U.S. Customs "Guide for Private Flyers" available without charge from U.S. Customs.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

Immediate

ENTRIES NOW BEING ACCEPTED FOR SIXTH ANNUAL
LA PLUMA DE PLATA MEXICANA,
MEXICO'S GOOD-WRITING COMPETITION

NOV 3 11 23 AM '81
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OF COMMERCE
REGISTRATION UNIT

Entries are now being accepted for the Sixth Annual La Pluma de Plata Mexicana competition, conducted each year by the Mexican National Tourist Office.

Journalists whose articles about Mexico are published during the 1981 calendar year, in a periodical of at least 25,000 circulation, may submit their articles in the annual competition, and vie for the \$1,000 cash prize, the "Silver Pen" trophy designed by the world-famous silver craftsmen of Taxco, Mexico, and a one-week, all-expenses-paid trip for two to Acapulco.

The competition is conducted in eight separate sections, according to the language and geographic location of the periodical in which the submitted article appeared. For U.S.A. and Canadian writers whose language is English, articles (a full tearsheet showing name and date of publication) should be submitted to the Mexican Government Tourism Office, 405 Park Ave., New York, NY 10022.

The U.S.A./Canada English-language winner of the Fifth Annual La Pluma de Plata Mexicana was Beryl Ann Brownell, Sunday editor of the Gary (Indiana) POST-TRIBUNE. She was awarded the

"Silver Pen" trophy, a certificate of achievement and the \$1,000 cash honorarium during ceremonies in Acapulco on Wednesday, June 10, during Tianguis Turistico, the Annual Trade Show/Seminar for the travel industry sponsored by the Mexican National Tourist Council in Acapulco.

Her article, chosen by a panel of international judges from typescript to insure impartiality, was titled "Mexico Land of the Sun -- and Friendly Gringos." It appeared in the newspaper on Sunday, October 5, 1980.

Rules and regulations for the Sixth Annual La Pluma de Plata Mexicana, together with entry forms (which are not required, but serve as a convenience) are available from any of the 17 offices of the Mexican Government Tourism Office throughout the U.S.A. and Canada -- or by mail from the New York office. Deadline for submission of entries is March 15, 1982.

In addition to the English-language/U.S.A.-Canada section, seven additional sections of the competition are also open. These are: Canada in French; Great Britain in English; France and surrounding French-speaking nations in French; Germany and surrounding German-speaking nations in German; Latin America in Spanish; Japan in Japanese; and Spain in Spanish.

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G2481

public relations
sales promotion
marketing



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

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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF JULY, 1981

for the

CONSEJO NACIONAL DE TURISMO

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Attended Mexicana's 60th Anniversary celebration in Chicago, supervised photos of Consejo and Mexicana representatives and sent photos and captions to major trade publications.
2. Accompanied Sr. Sanchez-Navarro to a luncheon meeting with representatives of the Stick & Rudder Club, presented to them the material received from the Angel Derby. Emphasized the next step is for them to develop their own air race which could be submitted to the Consejo for possible sponsorship.
3. At the request of Sr. Sanchez-Navarro, we contacted Ms. Grace Decker of Promotion Group Central, Chicago, a company planning a sweepstakes promotion for Sears. We were informed that arrangements for the promotion, with a tie-in with the Hotel Krystal in Ixtapa, are being handled by Samuel Jenkin in Houston. We will be called upon for any necessary assistance in Chicago.

B. Other Public Relations Projects

1. Prepared for Sr. Moreno a report which contained all the background information and details of putting together the Tianguis audiovisual presentations and forwarded it to Mexico.
2. Reviewed and corrected for Barbara Humeston, travel editor, Better Homes & Gardens, a manuscript she prepared on the Colonial Cities for future publication in the magazine.

C. Press Visitation Tours Completed

1. A representative of the Cushman Agency accompanied six members of the press from the Midwest on a visitation trip to Mexico City, Cuernavaca and Ixtapa July 18-25. Those in the group were:

- a. Alice Cromie, travel editor, North Shore Magazine
- b. William Olendorf, illustrator, North Shore Magazine
- c. Joan Dames, travel editor, St. Louis Post-Dispatch
- d. Urban Dames, photographer, St. Louis Post-Dispatch
- e. Dorothy Austin, travel editor, Southwest Messenger Newspapers
- f. Mary O'Brien, freelance writer and photographer.

We can expect these travel stories to break during the fall of 1981 to stimulate winter travel to Mexico.

D. Results Achieved in Previous Press Visits

1. Dayton Daily News -- circulation: 225,000 consumers. Destinations benefited: Puerto Vallarta and Manzanillo. Janet Steinberg wrote and placed this article as a result of our sending her to Mexico in December, 1980.
2. Travelage Midamerica -- circulation: 10,000 travel trade readers. Destinations benefited: all of Mexico. Linnea Smith-Jessup wrote three stories about what's new in Mexican tourism as a result of our sending her to the Tianguis Turistico in Acapulco.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Received approval from Republic Airlines to invite Midwestern press representatives to go on an inaugural press trip to Guadalajara and Puerto Vallarta. Invited press from Chicago, Detroit and Milwaukee for trip September 20-25. Later learned from Republic that flights to Mexico will not start until the end of October.

2. Sr. Sanchez-Navarro and I went to St. Louis to meet with representatives of the Benito Juarez Society and the International Institute who will co-sponsor the Smithsonian Institute exhibit of art by Mexican children from September 11-October 2. Additionally, we would like to hold a Mexico promotion at a local shopping mall in conjunction with Mexicana Airlines. Included would be booths with Mexico brochures and materials, a photography exhibit of Mexico (which we have) and films of Mexico. Sr. Sanchez-Navarro has requested a budget for this promotion from Mexico and we are awaiting approval.
3. Providing public relations support for August seminar in Columbus, Ohio, with Republic Airlines and MTA.

B. Other Public Relations/Promotional Projects

1. Continuing to work with Regency Travel and the State of Jalisco on a September promotion in Chicago.
2. During August, we will attempt to finalize plans and arrangements for the Eastern Airlines press visitation tour to the Yucatan in conjunction with new Midwest service to that area.
3. Working with Sr. Sanchez-Navarro and Consul General Carlos Ojeda on public relations support for Mexico Week activities.

C. Press Visitation Tours in Progress or Approved

1. Cinema SubSea -- This company is interested in making a diving film in Baja October 12-18. The film would be distributed to television stations and other groups nationwide to promote diving in Mexico. Request will be made to Mexico the end of August.
2. Republic Airlines -- Press inauguration trip scheduled for September 20-25 has been postponed because Republic has informed us that they will not begin flights to Mexico until the end of October.

3. Eastern Airlines -- Will begin making definite plans for press inaugural to the Yucatan in August when a meeting will be held with Eastern's public relations representative, June Farrell.
4. Travel Adventure Films -- Plans for the project have been changed from September to December 3-15. The company will film in Chichen Itza, Uxmal, Merida, Mexico City, Oaxaca, Acapulco and Taxco. The film will be used for a travel lecture series with an audience of 500,000 plus on 13 public television stations nationwide. Request for approval will be made to Mexico in October.
5. Adventure Travel Magazine -- This publication has received a commitment from world-famous photographer Ernst Haas for a story on Palenque and Yaxchilan. The trip is scheduled for January 6-18. Arrangements will be requested in the fall.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Obtained information on x-ray security devices in Cancun and provided to the regional director so that he could answer complaint letter from a Chicago traveler.
2. Provided the regional director with information on speakers from Mexico so that he could respond to a letter from the Council on Foreign Relations in Dayton, Ohio.

B. Other Public Relations/Promotional Services

1. Provided Joe Scott, New York, with material on the tile industry in Puebla which he could forward to a writer in Watertown, Maine.
2. Sent to Nancy Mueller of Ohio Medical Products, Madison, Wisconsin, background information on IMSS which was obtained from last year's medical writers press visitation tour.

3. Put Dave Leathers, travel editor, Town Squire Magazine, in contact with Peggy Dwyer in Houston, as he is interested in doing a story on Las Brisas.
4. Provided Travel Counselors, Chicago, with three black and white photos of Puerto Vallarta for use in a travel brochure.
5. Sent to Ward's Auto Club Magazine 10 photos of Acapulco, Cancun and Mazatlan.
6. Three photos of Tijuana were sent to the Chicago Tribune at their request.
7. Forwarded to Palleton Advertising, Chicago, four photos each of Cancun and Cozumel to use in a travel brochure for one of their clients.
8. Sent to International Travel Associates a selection (8) of Acapulco photos to use in promoting that destination.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared for Sr. Sanchez-Navarro remarks that he delivered at the Mexicana 60th Anniversary celebration in St. Louis, Missouri, July 14.
2. Wrote for Sr. Sanchez-Navarro a letter to Trip Plan, Inc., Overland Park, Kansas, informing them that the Tourist Council could not participate in a tennis tournament that does not directly aid the travel industry.
3. Sent to Travel Plans International, Oak Brook, Ill., a letter explaining that the Tourist Council could not provide monetary support for the production of a brochure on Mexico's archeology, but we could provide them with color slides and/or color separations.
4. Wrote for Alicia Lopez-Collada a follow-up thank you letter for her to send to members of the travel industry who participated in the United Airlines, Westin Hotels fam trip to Cancun.

B. Destination Story

1. Mazatlan -- A destination story on Mazatlan was sent to major and suburban Midwest publications July 24. The purpose was to create new awareness of this destination which is now being served for the first time directly from the Midwest.

C. Other Publications/Promotional Activities

1. A feature story on flying private planes into Mexico was sent to major and suburban newspapers throughout the Midwest to remind aircraft owners of the ease of flying private aircraft to Mexico.
2. A news release on the Sixth Annual La Pluma de Plata Mexicana competition was sent to major newspapers, secondary newspapers, suburban newspapers, Spanish language newspapers, major and minor magazines and freelance writers throughout the Midwest. Attached to the release was the La Pluma de Plata competition brochure.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishment:

The noteworthy media accomplishment during the month was being asked by Better Homes & Gardens to edit and correct the story they wrote on the Colonial Cities of Mexico. It gave us an opportunity to see that the story was written in a positive way and promoted Mexico as an attractive tourist destination.

B. Significant Contact:

A significant contact was Donald W. Houk, travel editor of the Columbus Dispatch, with whom we are working closely to provide photos and copy for a special Mexico section on September 20.

C. Promotion Program:

Working with Mexicana Airlines, we are conducting a major Mexico promotion at the Plaza Frontenac Shopping Mall in St. Louis September 11-17. Sr. Sanchez-Navarro has requested a budget for mariachis and dancers either from Chicago or Mexico for this event. Additionally, we will have an exhibit of Mexican photography, booths with brochures and will show films of Mexico. Working closely with the shopping center's public relations department on publicity for this event.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

- | | |
|---------------|---|
| June, 1981 | -- <u>Meat-Plant Magazine</u> , St. Louis, Mo., circ: 9,000, 13.5 column inches. Story on the upcoming convention of the American Convention of Meat Packers at which time a Mexican vacation for two will be awarded. We provided photo. |
| June 11, 1981 | -- <u>Racine Shoreline Leader</u> , Racine, Wisc., circ: 6,672, 36 column inches. Feature story on Puerto Vallarta which resulted from background material we supplied. |
| June 17, 1981 | -- <u>Economist Newspapers</u> , Chicago, Ill., circ: 200,000 (all editions), 24 column inches. Feature story on the Yucatan which resulted from sending a writer there and providing background material. |
| June 22, 1981 | -- <u>Woodstock Sentinel</u> , Woodstock, Ill., circ: 8,255, 30 column inches. Travel story on Puerto Vallarta which resulted from an agency release. |

- July 19, 1981 -- Washington Star, Washington, D.C.,
circ: 382,000, 22 column inches.
Feature story and photo on Manzanillo
by Janet Steinberg which resulted
from our sending her there in December.
- July 20, 1981 -- Travelage Midamerica, Chicago, Ill.,
circ: 10,000, 66 column inches.
Three stories on Mexico which
resulted from our sending Linnea
Smith-Jessup to the 1981 Tianguis.
- July 26, 1981 -- Dayton Daily News, Dayton, Ohio,
circ: 225,000, 18 column inches.
Feature story on the West Coast of
Mexico by Janet Steinberg which
resulted from our sending her to
Mexico in December.
- July 26, 1981 -- Mexico City News, 4 column inches.
Mention of the press group that
visited Mexico in July which
resulted from a meeting with Bert
Kopperl in Cuernavaca.

B. Resulting from Other Sources

- June/July -- Executive Jeweler, Chicago, Ill.,
circ: 20,211, 17 column inches.
Feature story with photos on the
spa Ixtapan de la Sal.
- June 11, 1981 -- Lakeland Press, Suburban Chicago,
circ: 36,950, 27 column inches
each in 10 editions for a total
of 270 column inches. Feature
story on the silver cities of
Taxco, San Miguel de Allende,
Guanajuato, Los Alamos and Morelia.
- June 14, 1981 -- Columbus Sunday Dispatch, Columbus,
Ohio, circ: 330,287, 30 column
inches. Stan Delaplane feature on
dining in Mexico City.
- June 21, 1981 -- Des Moines Register, Des Moines,
Iowa, circ: 387,913, 3 column
inches. Short item on traveling
by train in Mexico.

- June 22, 1981 -- Chicago Tribune, Chicago, Ill., circ: 793,672, 41 column inches. Feature story with photos on the Rosarito Beach Hotel in Baja, California.
- June 25, 1981 -- Muncie Press, Muncie, Ind., circ: 18,166, 10 column inches. Feature story on dining in Mexico.
- June 25, 1981 -- Hartland Lake County Reporter, Hartland, Wisc., circ: 7,500, 21 column inches. Story on the new Mexico destinations of Texas International and how they are being promoted.
- June 28, 1981 -- The Plain Dealer, Cleveland, Ohio, circ: 453,223, 4.5 inches. Short travel story on touring Mexico by rail.
- June 28, 1981 -- The Blade, Toledo, Ohio, circ: 210,607, 20 column inches. Travel feature on vacationing in Cozumel.
- July 6, 1981 -- Stevens Point Journal, Stevens Point, Wisc., circ: 13,219, 17 column inches. Dallas Morning News story on decline in Mexico's tourism.
- July 6, 1981 -- St. Joseph Gazette, St. Joseph, Mo., circ: 46,506, 15 column inches. Same story as above.
- July 27, 1981 -- Chicago Tribune, Chicago, Ill., circ: 1,139,079, 26 column inches. A very positive food story on the restaurants in Tijuana.
- June/July -- Miscellaneous Clippings -- The following are clippings from a variety of daily and weekly newspapers in the Midwest. Many are round-up stories with Mexico mentions.

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

NOV 3 11 23 AM '91
U.S. DEPARTMENT OF COMMERCE
OFFICE OF TOURISM
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MEXICO'S 'HACIENDA' HOTELS OFFER
TRAVELERS A NEW LODGING EXPERIENCE

Travelers seeking new lodging experiences in Mexico are turning to the great old mansions--many of which are hotels today.

Mexico's famous haciendas were built, for the most part, in the early 16th Century following the Spanish conquest. The best known were owned by such famous people as Hernan Cortes, and usually comprised some 2,000 to 3,000 acres.

The Church-owned haciendas were usually monasteries or convents featuring large chapels and low-slung, one-story cloisters. Each hacienda was a small community, complete with a general store, carriage house, shops for blacksmiths, a church, jail and cemetery.

At the height of the hacienda system, there were more than 8,000 throughout Mexico. The largest, the Terranzos hacienda in Chihuahua, was more than 20 million acres in size--equal to the combined land of Switzerland, Denmark, Belgium and Holland.

However, in 1910 when revolution broke out against the regime of Porfirio Diaz, many of the finest buildings were destroyed and the land distributed to local farmers.

In recent years, however, some of the old haciendas have been rebuilt or restored, and turned into hotels.

MEXICO'S 'HACIENDA' HOTELS
ADD ONE

One of the best known is the Hacienda Vista Hermosa in Tequesquitengo, Morelos, which was owned by Cortes, and built in 1529 on the ruins of an old sugar mill.

The building was practically destroyed by General Zapata in 1910, and it lay unnoticed until after World War II. Today, it is a modern resort featuring clay tennis courts, horseback riding, and a small bullring where "corridos" are held on special holidays.

There's a first-class restaurant in a 16th Century cellar, and the swimming pool is built beside the arches of the original aqueduct.

Another hacienda hotel is the Hotel La Mansion Galindo, also owned by Cortes, in San Juan Del Rio, Queretaro. In 1550, Cortes gave it to La Malinche, the Aztec princess who was Cortes' interpreter and later his mistress. Later the hacienda became a Franciscan monastery and then a military fortress.

The 60-acre resort, with 167 rooms, opened in 1977. Most of the construction people, carpenters, bricklayers and laborers, decided to stay on as waiters, busboys and maintenance personnel.

A short distance from the Hotel La Mansion Galindo is the Hacienda La Mansion, which in its early days was the main granary for the big house. With 112 rooms, and a pool fed by bubbling springs, the hotel has been open since 1965.

All the furniture in both hotels has been hand-carved by local artisans.

A short distance from San Miguel de Allende is Taboada, boasting thermal waters, and every room different. It resembles, to a certain extent, a Mediterranean village.

MEXICO'S 'HACIENDA' HOTELS
ADD TWO

Perhaps the best known of this type of resort is the Hotel Hacienda Cocoyoc, which today has a golf course, swimming pool, bridle paths, and even a trap shooting range. The original aqueduct, which served the nearby sugar mill during the 1600's, has been so faithfully reconstructed that it is hard to tell where the original began. A waterfall pours through a cut in the aqueduct.

Wrought iron lanterns light the corridors of the 325-room hotel, which is built in a series of wings separated by fountains, patios and foliage. It is located 50 miles south of Mexico City in Morelos.

Surprisingly enough, these hotels are very reasonably priced. Depending on the hacienda, they range from about \$41 - \$78 a day for two people.

#

#8140

H1481

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

RECEIVED
U.S. DEPARTMENT
OF JUSTICE
CRIMINAL DIVISION
NOV 3 11 23 AM '81
FOR RELEASE
IMMEDIATE
REGISTRATION UNIT

SUMMER TRAVEL TO MEXICO

OFFERED AT BARGAIN RATES

In spite of worldwide inflation, there are still travel bargains available to Mexico, according to Sr. Jose Luis Sanchez-Navarro, regional director of the Mexican Government Tourism Office in Chicago.

With the obvious lower summer room rates in Mexico, the traveler's costs are immediately lowered. Additionally, there are special air fares now in effect that make Mexico the most economical foreign destination for U.S. travelers.

"During the month of August, Eastern Airlines is offering a \$199 round trip introductory fare to the western Mexico vacation resorts of Guadalajara, Mazatlan and Puerto Vallarta," said Sr. Sanchez-Navarro. "The fare has no advance purchase or reservation requirements and children can fly for one-half of the new fare," he added.

Midwestern originating points for Eastern flights to Mexico are Chicago, Cleveland, Detroit, Evansville (Ind.), Indianapolis, Milwaukee, Minneapolis/St. Paul and St. Louis.

#

#8141

H1481

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

FOR RELEASE
RECEIVED
U.S. DEPARTMENT OF COMMERCE
OFFICE OF TOURISM
MAY 3 11 26 AM '81
Immediate

IXTAPA/ZIHUATANEJO:
MEXICO'S ALMOST UNDISCOVERED RESORT

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

as 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 Ixtapa, 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--a total of 1,860 rooms.

To complete phase I of Ixtapa's development, plans are on the board to build three more hotels: Dorado, Pacifico and ICA Sheraton. The Camino Real, operated by Westin Hotels, will be ready by September, 1981. Real de Palmas and Las Mananitas, two condominium projects, will be completed by year's end. Also, the Playa Sol condominiums are scheduled for occupancy in October, 1982.

The crescent-shaped La Puerta Beach looks much like a sized-down version of Acapulco Bay. There's parasailing, 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

IXTAPA/ZIHUATANEJO
ADD THREE

open-air restaurants and other luxuries to keep you close at hand.

The more exuberant can try the challenges of the Robert Trent Jones-designed, 18-hole golf course, or any of the lighted tennis courts in Ixtapa. As the sun sets across the beachfront and the ocean waves roll gently in, it's time to relax at one of the hotels' poolside dining rooms and enjoy the balmy night air.

#

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public relations
sales promotion
marketing



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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF AUGUST, 1981

for the

CONSEJO NACIONAL DE TURISMO

RECEIVED
U.S. DEPARTMENT
OF COMMERCE
NOV 3 11 28 AM '81
INFORMATION
REGISTRATION UNIT

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Provided public relations support for Eastern Airlines/MTA Breakfast Seminar in Columbus, Ohio, and Republic Airlines Breakfast Seminar in Oak Brook, Ill.
2. Worked closely with Sr. Navarro to develop an evaluation sheet to determine for Mexico the validity of a proposed promotion of Adventure Unlimited, St. Paul, Minn.
3. Followed up a conversation Sr. Navarro had with Cynthia Boal, Detroit News travel editor, and made final arrangements for her to contact the public relations representative for Club Maeva and Las Hadas, put her in touch with an American living in Guadalajara, and promised to request a guide for her in Mazatlan.

B. Other Public Relations Projects

1. Fernando Fernandez, editor of The Lion En Espanol, will broadcast daily from August 31 - September 18 on the Spanish-language station, WOPA Radio. These programs will be about Mexico, and the agency provided him with up-to-date information on tourism to use in the broadcasts.
2. Provided a special story in Spanish on the Tianguis Turistico and photos of Acapulco for publication in La Raza during the special Fiestas Patrias edition in September.
3. Sent to Sr. Moreno a complete set of sketches which Mr. William Olendorf drew during the recent press trip to Mexico City, Cuernavaca and Ixtapa/Zihuatanejo. Many of these will appear in the North Shore Magazine feature.
4. Reviewed and corrected for Mell Meredith, associate editor, Better Homes & Gardens Brides' Book, a travel story on the Yucatan. This story will appear around the first of the year when brides are planning spring and summer honeymoons in Mexico.

C. Press Visitation Tours Completed

There were no tours during the month of August.

D. Results Achieved in Previous Press Visits

1. St. Louis Post-Dispatch -- circulation: 252,198 consumers. Destination benefited: Mexico City. As a result of the July press trip to Mexico City, Joan Dames wrote her first travel feature on the Shrine of Our Lady of Guadalupe.
2. Economist Pointer Newspapers -- circulation: 56,000 consumers. Destination benefited: Acapulco. As a result of his attending the Tianguis, Gordon Quarnstrom wrote this story on Acapulco.
3. Ennis, Texas, Daily News -- circulation: 4,500 consumers. Destination benefited: Acapulco. Story resulted from Gordon Quarnstrom attending the Tianguis.
4. Jasper, Texas, News -- circulation: 4,600 consumers. Destination benefited: Acapulco. Story resulted from Gordon Quarnstrom attending the Tianguis.
5. Texas City, Texas, Sun -- circulation: 14,000 consumers. Destination benefited: Acapulco. Story resulted from Gordon Quarnstrom attending the Tianguis.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Providing public relations support for Mexico Week activities in which Sr. Navarro and the Chicago office will participate.
2. The art exhibit, in conjunction with the Benito Juarez Society and the shopping center promotion, both in St. Louis, have been cancelled because budgets were not approved by Mexico.

3. Providing the editor of El Herald, the Spanish-language newspaper that contacted Sr. Navarro, with photos and background information for a special edition during Mexican Independence Week.
4. Providing public relations support for the following travel events:
 - a. MLT Tours' dinner for 1,000 travel agents, Minneapolis, Minn., September 14
 - b. Photo exhibit of Mexico at Daley Center, September 14-18
 - c. American Express Consumer Promotion, September 16-17
 - d. Minneapolis Tribune Travel Show, September 20

B. Other Public Relations/Promotional Projects

1. Working with freelance writer Paul Martin on plans for a future trip to Mexico. He is working on assignments from Nuestro Magazine, the Miami Herald, St. Louis Post Dispatch, Denver Post and Diversions Magazine.
2. Continuing to work with Republic and Eastern Airlines on setting up inaugural press flights to Mexico. Both airlines have delayed Mexico flights because of the PATCO strike.
3. Freelance writer and photographer, Iris and Mickey Jones of Detroit, have assignments for stories about the West Coast of Mexico. We are working on plans for them to go on a group trip or by themselves to cover these assignments.

C. Press Visitation Tours in Progress or Approved

1. Cinema SubSea -- This company is interested in making a diving film in Baja October 12-18. The film would be distributed to television stations and other groups nationwide to promote diving in Mexico. Request will be made to Mexico early in September.

2. Republic Airlines -- Press inauguration trip has been postponed until November because flights to Mexico will not begin until the end of October.
3. Eastern Airlines -- Attempting to set date for press trip from Midwest to the Yucatan.
4. Travel Adventure Films -- The company would like to film in Chichen Itza, Uxmal, Merida, Mexico City, Oaxaca, Acapulco and Taxco from December 3-15. The film will be used for a travel lecture series with an audience of 500,000 and on 13 public television stations nationwide. Request for approval will be made to Mexico in October.
5. Adventure Travel Magazine -- This publication has received a commitment from world-famous photographer Ernst Haas for a story on Palenque and Yaxchilan. The trip is scheduled for January 6-18.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Investigated a request from an author and lecturer who wrote Sr. Navarro.
2. Informed the editor of El Herald of Sr. Navarro's participation in Mexico Week activities.
3. Set up meeting for Sr. Navarro with Peter Nuno of the Charlando Program, WGN-TV, Channel 9.

B. Other Public Relations/Promotional Services

1. Provided The Saturday Evening Post with slides of the library at the University of Mexico for use in the November issue. (3 slides)
2. Four photos of Cancun were sent to VIP Travel, Chicago, to be used in a travel club brochure.
3. Sent to Cruises International, Schaumburg, Ill., eight black and white photos of Cozumel and Cancun plus information on these destinations.

4. Madelyn Merwin, travel editor, Star Publications, requested 17 black and white photos of Puerto Vallarta, Ixtapa, Mexico City and Cozumel for use in upcoming travel stories on Mexico.
5. Provided La Raza four photos of Acapulco to be included with the story on the Tianguis and Acapulco which is scheduled for September.
6. Sent to the Indiana Continuing Legal Educational Forum four photos of Ixtapa/Zihuatanejo for use in a promotional brochure.
7. Provided freelance writer Richard Bergman with black and white photos and color transparencies of Acapulco for use in a story he is writing (7).
8. Steven Gittleson of Chicago Magazine is planning a trip to Ixtapa/Zihuatanejo in the fall and we provided him with background information on this destination.
9. Provided the travel editor of the Columbus Dispatch, Columbus, Ohio, with black and white photos and travel stories on Mexico City for a September 20 special section. (12)
10. Six color slides of Isla Mujeres were sent to Exclusively Yours Magazine, Milwaukee, for use with the Lawrence Frommer article, "Secret Island of Paradise."
11. The Fideler Company, Grand Rapids, Michigan, was sent three color slides of Mexico City for use in a brochure promoting that destination.
12. Provided the Travel Department, Inc., Indianapolis, with black and white photos of Ixtapa (4) for use in a travel brochure.
13. Sent Lillian Goodman, a freelance writer for Travelage Midamerica, information on Mexico City and Acapulco.
14. Madison Magazine, Madison, Wisconsin, requested four photos and background on Cozumel which we provided.

15. Convention Destinations Magazine, Oak Brook, Ill., was sent photographs of Mexico City and Acapulco (5 each).
16. New Trier Extension requested photographs of Cuernavaca (5) to use in materials to promote that destination.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared for Sr. Navarro a letter to Mr. H. Dan Corbin, an author, lecturer and consultant in West Lafayette, Indiana.
2. A memo to the travel industry with information on Spanish-language commercials that will be broadcast from August 23 to the middle of November was prepared for Sr. Navarro.
3. Wrote for Sr. Navarro a letter to airline representatives requesting specific information on Mexico travel required for future Consejo planning.

B. Destination Story

1. Ixtapa/Zihuatanejo -- A destination story on this area was sent to major and suburban Midwest publications August 28. This story was a tie-in to the recent Midwest press trip to that area.

C. Other Publications/Promotional Activities

1. A special news release on the \$199 Eastern Airlines air fare was sent to the major newspapers in Chicago, Cleveland, Detroit, Evansville, Indianapolis, Milwaukee, Minneapolis/St. Paul and St. Louis where this fare was in effect.
2. A travel story on Mexico's Hacienda Hotels was sent to major and minor Midwest newspapers. The purpose of the story was to show travelers that there are many accommodation alternatives in Mexico.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishments

1. Working with Sr. Fernando Fernandez, editor of The Lion En Espanol, on his radio program which will be broadcast daily from August 31 to September 18 on the Spanish-language station WOPA. We supplied him with travel information on many destinations in Mexico which he will use and will supply us with tapes of the broadcasts.
2. Working with Peter Nuno on setting up an interview with Gene Leonard of Republic Airlines and Sr. Navarro on his Charlando Program on WGN-TV, Channel 9. The entire 30-minute show with slides of Mexico will tie into Republic's inaugural flights to Mexico.

B. Significant Contact:

A significant contact was Steven Gittleson of Chicago Magazine, who contacted us for background information on Mexico for an upcoming story on Ixtapa/Zihuatanejo. This publication does not accept any kind of transportation or hotel assistance from tourism offices and usually does not call public relations agencies for background material.

C. Promotion Programs

1. Working with Ms. Grace Decker of the Promotion Group Central on coordination of the Sears/Mexican Holiday Sweepstakes Promotion.
2. Continuing promotion activities in all areas (i.e., travel industry, press) on inaugural of Frontier and Eastern Airlines from the Midwest to Mexico.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

- | | | |
|-----------------|----|--|
| July/August | -- | <u>Quintessence Journal</u> , Chicago, circ: 10,000, 13 column inches. Story on vacationing in Mexico which resulted from our providing photographs and background material. |
| June 2, 1981 | -- | <u>Economist Pointer Newspapers</u> , Suburban Chicago, circ: 56,000, 40 column inches in seven newspapers for a total of 280 column inches. Story on Acapulco which resulted from Gordon Quarnstrom attending the Tianguis. |
| July 22, 1981 | -- | <u>Ennis Daily News</u> , Ennis, Texas, circ: 4,500, 32 column inches. Story on Acapulco which resulted from Gordon Quarnstrom attending the Tianguis. |
| July 27, 1981 | -- | <u>Jasper News</u> , Jasper, Texas, circ: 4,600, 32 column inches. Story on Acapulco which resulted from Gordon Quarnstrom attending the Tianguis. |
| August 6, 1981 | -- | <u>Chicago Tribune</u> , Chicago, Ill., circ: 784,388, 70 column inches. Travel story on Tijuana by Ronald Yates. We supplied the Mexican hat which was photographed for the story. |
| August 9, 1981 | -- | <u>Detroit News</u> , Detroit, Mich., circ: 829,240, 2 column inches. Cynthia Boal mentioned Eastern's \$199 fare to Mexico. We supplied information. |
| August 14, 1981 | -- | <u>St. Louis Post-Dispatch</u> , St. Louis, Mo., circ: 252,198, 38 column inches. Feature story on the Shrine of Our Lady of Guadalupe which resulted from the July press trip to Mexico City. |

August 19, 1981

- Texas City Sun, Texas City, Texas, circ: 14,000, 22½ column inches. Feature story on Acapulco by Gordon Quarnstrom resulted from his attending the Tianguis.

B. Resulting from Other Sources

July 13, 1981

- The Courier-Journal, Louisville, Ky., circ: 206,903, 118 column inches. Feature story with photos on the Louisville Orchestra's visit to Mexico.

July 16, 1981

- Southwest Messenger Press, Suburban Chicago, circ: 47,632, 9 column inches in 10 newspapers for a total of 90 column inches. Travel story on dining in Acapulco.

July 19, 1981

- Chicago Sun-Times, Chicago, Ill., circ: 719,577, 6 column inches. Travel brief on Cancun.

July 19, 1981

- Chicago Sun-Times, Chicago, Ill., circ: 719,577, 8 column inches. Short story on Mexicana's 60th birthday and travel in Mexico.

July 19, 1981

- Chicago Sun-Times, Chicago, Ill., circ: 719,577, 40 column inches. Feature story on travel in Mexico by Morris D. Rosenberg of the Washington Post.

July 19, 1981

- Chicago Sun-Times, Chicago, Ill., circ: 719,577, 9½ column inches. Travel story on Rosarito, Mexico, by Jerry Hulse of the Los Angeles Times.

July 19, 1981

- Chicago Sun-Times, Chicago, Ill., circ: 719,577, 16½ column inches. Story on falling in love with Acapulco.

- July 19, 1981 -- Moline Dispatch, Moline, Ill.,
circ: 37,185, 45 column inches.
Feature/travel story on the
butterflies in Central Mexico.
- July 26, 1981 -- Detroit News, Detroit, Mich.,
circ: 820,140, 72 column
inches. Magazine story on the
newspaper's 1980 photo contest
winner whose photos were shot in
Mexico.
- July 26, 1981 -- Detroit News, Detroit, Mich.,
circ: 820,140, 2 column inches.
Short item on a new theme park
in Mexico City.
- July 26, 1981 -- St. Louis Post Dispatch, St. Louis,
Mo., circ: 252,198, 3 column
inches. Small item on traveling
by train in Mexico.
- July 31, 1981 -- Milwaukee Sentinel, Milwaukee,
Wisc., circ: 165,205, 15 column
inches. Travel story on a mini-
cruise in Mexico.
- July 31, 1981 -- Garden City Telegram, Garden City,
Kansas, circ: 9,906, 18 column
inches. Story on the many places
to visit in Mexico.
- August, 1981 -- Cruise Travel, Lincolnwood, Ill.,
50 column inches. A travel
feature on the city of Manzanillo.
- August 2, 1981 -- Chicago Tribune, Chicago, Ill.,
circ: 1,144,058, 16 column inches.
Column by Jim and Shirley Higgins
on the filming of the movie "Zorro"
in Cuernavaca.
- August 2, 1981 -- Minneapolis Tribune, Minneapolis,
Minn., circ: 593,526, 25 column
inches. A feature story on
combining study and travel in Mexico.
- August 2, 1981 -- Milwaukee Journal, Milwaukee, Wisc.,
circ: 533,626, 16 column inches.
UPI story on Merida.

- August 9, 1981 -- Omaha World-Herald, Omaha, Neb.,
circ: 278,520, 10 column inches.
Story on the increased travel
traffic at the Mexican/US border.
- August 9, 1981 -- Springfield State Journal-Register,
Springfield, Ill., circ: 57,820,
50 column inches. Philip Sousa of
Copley News Service writes about
increased costs in Mexico but
emphasizes they are still attractive.
- August 9, 1981 -- Waterloo Courier, Waterloo, Iowa,
circ: 56,645, 13 column inches.
An abbreviated version of the story
above by Philip Sousa.
- August 16, 1981 -- Detroit News, Detroit, Mich., circ:
829,240, 5 column inches. UPI
story on the "tourist court" in
Acapulco.
- August 16, 1981 -- Chicago Tribune, Chicago, Ill.,
circ: 1,144,058, 9 column inches.
A column by Stan Delaplane on
investing in the Mexican peso.
- August 23, 1981 -- Chicago Sun-Times, Chicago, Ill.,
circ: 719,577, 33 column inches.
A full page feature on Puerto
Vallarta with five photos.
- June/July/August -- Miscellaneous Clippings -- These
are clippings from a variety of
daily and weekly newspapers in the
Midwest. Many are round-up stories
with Mexico mentions.

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

Immediate

MEXICO BRIEFS

The new RUFINO TAMAYO INTERNATIONAL MUSEUM, featuring the works of this famous contemporary Mexican artist, has opened in a strikingly designed structure close to the world-famous National Museum of Anthropology in Chapultepec Park, Mexico City.

* * *

Tourists to Mexico City may now also enjoy outdoor sculpture shows (as well as outdoor art shows), open on Saturdays and Sundays. On Saturdays, one is located on a pretty plaza just behind the San Carlos Museum, while on Sundays, the exhibition is located on the Plaza Madrid, where the new Las Cibeles fountain was installed.

* * *

The traditional October/Fall Festival, staged annually in the Mexican city of Guadalajara--second largest in Mexico--will start Sept. 13 and extend through Nov. 21 this year. Last year's attendance of 1,300,000 is expected to be exceeded. The event is really comprised of a number of "mini-festivals" such as the National Art Craft Festival, the Mexican Food Festival, the Book Festival, the Record Festival, and other such events. Also, three golf tournaments, a

MEXICO BRIEFS
ADD ONE

tennis tournament, an international soccer contest, four operas, ballet, theatrical performances, and a host of other events are scheduled. Full schedule of events can be obtained from the State of Jalisco Department of Tourism, Juarez 368, Exconvento del Carmen, Guadalajara, Mexico.

* * *

The San Diego Fortress overlooking the Bay of Acapulco is being converted into a regional anthropology museum. Conversion of the structure is expected by the end of the year, and Mexico's National Institute of Anthropology will then install historical artifacts and exhibits.

* * *

The tiny town of La Barraca, outside of La Paz in Mexico's Baja Sur, has suddenly become the focus of international attention. The reason: a revolutionary pilot project utilizing solar energy to convert the sea water of the Sea of Cortes for potable water and the use of the power of the sun for energy. It's the first fully organized effort in the world to develop complete community needs from solar energy, and it is truly an international project. The Government of Mexico is working closely with West Germany, which is supplying the technical know-how, as well as with France, Italy, Japan and the U.S.A., all making technological contributions.

- more -

MEXICO BRIEFS
ADD TWO

The Mexican National Tourist Council, headed by Miguel Aleman, former President of Mexico, maintains a network of 37 Regional and Informational Offices, staffed by multi-lingual travel experts, literally throughout the world; 17 in the U.S.A. and Canada; 11 in Europe, the balance in the Orient, Latin America, the Middle East and Australia. In addition, the Council retains eight public relations agencies, strategically located worldwide. Six are in the U.S.A. and Canada, one in the Caribbean and one in Europe.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

ACAPULCO IS 'GETTING READY FOR THE 21ST CENTURY'

WITH MASSIVE AND COSTLY MODERNIZATION PROGRAM

A massive modernization and "face-lift" for the 400-year-old world-famous Port of Acapulco is well under way--and visitors to this Mexican resort will be delighted with the results this winter.

For tourists, the most obvious changes will be apparent by October, 1981, when construction is slated to be completed on the Costera Miguel Aleman, the main thoroughfare that runs along the waterfront of this famous bay.

The Costera will be converted into a lovely broad, leisurely boulevard lined with palm trees--with all utilities buried underneath. Boutiques and shops on the thoroughfare will be completely modernized and updated in appearance and graphics.

But of even greater significance is the work that has been proceeding for the past year.

A massive urban renewal program has resulted in the relocation of 12,500 families from the hillsides overlooking Acapulco Bay to a new government-planned area called Ciudad Renacimiento (Renaissance City).

- more -

ACAPULCO IS 'GETTING READY...
ADD ONE

The relocation program, more than 60% completed, will result in dramatic improvement of the environment of the Port of Acapulco, and will permit reforestation of the hillsides overlooking the bay, converting that area into a new national park called "El Veladero" (the observation post).

The entire project, budgeted at a cost of some \$300 million (U.S.), is the responsibility of an organization called Fideicomiso Acapulco (Acapulco Economic and Social Development Fund) financed by the Federal, State and local governments.

Described as "getting Acapulco ready for the 21st Century," the project master plan provides for renovation of Acapulco's famous beaches with new lifeguard and sanitary facilities; moving vendors off the sands into attractive concession stands, and the construction of a 200-foot-high water jet in the center of Morro Rock, just off the Condesa Beach.

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NOTE TO EDITORS: Photographs available upon request.

public relations
sales promotion
marketing



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PUBLIC RELATIONS ACTIVITIES REPORT

MONTH OF SEPTEMBER, 1981

for the

CONSEJO NACIONAL DE TURISMO

RECEIVED
U.S. DEPARTMENT
OF COMMERCE
OFFICE OF
REGISTRATION UNIT
NOV 3 11 28 AM '81

I. PROJECTS COMPLETED

A. Support of Regional Director

1. Accompanied Sr. Sanchez-Navarro to a meeting with Juan Sparhawk and Eugene Leonard of Republic Airlines and Peter Nuno of WGN-TV (Channel 9) to finalize plans for the November 4-5 inaugural VIP flight from Chicago to Guadalajara. Still awaiting final approval.
2. Met with Sr. Sanchez-Navarro and members of the Stick & Rudder Club to go over their final proposal for a promotional air trip to Mexico in 1982. This will not be an air race but a publicity vehicle.

B. Other Public Relations Projects

1. Completed all the arrangements for Cynthia Boal, travel editor, DETROIT NEWS, who will visit Manzanillo, Puerto Vallarta, Guadalajara and Mazatlan October 5-16.
2. Provided Jack Star, CHICAGO MAGAZINE writer, with information on Ixtapa and Acapulco for a story he is preparing on 10 favorite destinations of Chicagoans. Mexico is one of them.
3. Arranged for Chicago artist Clay Morrison to meet with Craig Snaider in Mexico to obtain photos for the "Day of the Dead" art exhibit in Chicago.
4. Provided information on golf and tennis in Mexico for a feature story Pauline Wessa of the COLUMBUS CITIZEN JOURNAL is preparing.
5. Provided Bill Kofoed with information and materials to be used in planning a Jewish Heritage Tour to Mexico, which he requested for a Miami tour operator.
6. Informed Cinema SubSea that the Mexican National Tourist Council could not participate in the diving film they plan to make in Baja California October 13-20.

C. Press Visitation Tours Completed

There were no tours during the month of September.

D. Results Achieved in Previous Press Visits

1. CAMINOS DEL AIRE -- circulation: 1.8 million travelers. Destinations benefited: Mexico City, Independence Route. As a result of sending Jo Nugent, editor of the ROTARIAN, to Mexico in December, 1980, her story was reprinted from the ROTARIAN MAGAZINE by CAMINOS DEL AIRE.
2. HOME & AWAY -- circulation: 1.3 million travelers. Destination benefited: Independence Route. This story resulted from sending Iris and Mickey Jones to Mexico with the Magruders.
3. INDIANAPOLIS STAR -- circulation: 360,682 consumers. Destination benefited: Acapulco. This story resulted from Corbin Patrick attending the 1981 Tianguis.
4. AAA TRAVELER -- circulation: 250,000 travelers. Destination benefited: Puerto Vallarta. In March, we sent Aaron Leventhal to Puerto Vallarta, and this story is a result of his trip.
5. SAN DIEGO TRIBUNE -- circulation: 131,000 consumers. Destination benefited: Merida. Story by Connie Sherley resulted from her post-Tianguis trip in 1980.

II. PROJECTS IN PROGRESS OR PLANNED

A. Regional Director Projects Being Supported

1. Providing public relations support for the following travel events:
 - a. American Airlines and Borg Warner Corporation Mexico Night October 17
 - b. Incentive Travel & Meeting Planner's Show in Chicago October 17-22
 - c. Mexicana Airlines and Americana Hotels fam trip for incentive developers to Mexico City, Puerto Vallarta and Acapulco October 22-26

d. St. Louis Travel Show October 29

2. Will attend meeting with Sr. Sanchez-Navarro to discuss arrangements for Mexico's participation in the 1982 Minneapolis Aquatennial.
3. Working with Sr. Sanchez-Navarro on arrangements for the October 22-24 Fiesta de Las Americas promotion with E.F. McDonald in Dayton, Ohio.

B. Other Public Relations/Promotional Projects

1. Trying to set up Republic Airlines inaugural press trip to the West Coast for the first week in December.
2. Working with the CHICAGO TRIBUNE on a travel feature on Ixtapa. The reporter has made the trip, and we are supplying additional information.
3. Providing Mexico posters, brochures and banners for an ethnic party that will be held during the national convention in Chicago November 8-11 of the Public Relations Society of America. Appropriate credit will be given to the Mexican Government Tourism Office.

C. Press Visitation Tours in Progress or Approved

1. Zigmund Bobin -- This sports editor of the POLISH DAILY ZGODA and freelance writer for SOCCER AMERICA plans to go to Mexico City November 4-8 to cover the Mexican soccer games and write articles. Request sent to Mexico.
2. Paul Martin -- This successful freelance writer has story assignments from the ROCKY MOUNTAIN NEWS, DENVER POST, THE LION, ST. LOUIS POST DISPATCH, MILWAUKEE JOURNAL and MIAMI HERALD. His trip to Cuernavaca, Veracruz and Villahermosa is planned for November 14-29. Request sent to Mexico.

3. Travel Adventure Films -- This company would like to film in Chichen Itza, Uxmal, Merida, Mexico City, Oaxaca, Acapulco and Taxco from December 3-15. The film will be used for a travel lecture series with an audience of 500,000 and on 13 public television stations nationwide. Request for approval will be made to Mexico in October.
4. ADVENTURE TRAVEL MAGAZINE -- This publication has received a commitment from world-famous photographer Ernst Haas for a story on Palenque and Yaxchilan. Trip is scheduled for January 6-18. Request will be made to Mexico in November.

III. SERVICES PERFORMED

A. Services on Behalf of Regional Director

1. Prepared a speech for Sr. Sanchez-Navarro to deliver at the Mexicana Seminar in St. Louis September 30.
2. Obtained for Sr. Sanchez-Navarro copies of trade magazines with photos of Consejo and Mexicana Airlines personnel celebrating the 60th anniversary.

B. Other Public Relations/Promotional Services

1. Provided the MONTGOMERY WARD TRAVEL NEWSLETTER with black and white photos of Mazatlan and Acapulco for use in that publication. (4)
2. Sent to Jane Podolak, travel editor, WILLOUGHBY, Ohio, NEWS-HERALD, four black and white photos and six color slides of Cancun for use in a new travel section.
3. Supplied to Mary O'Brien, freelance writer, five slides of Ixtapa/Zihuatanejo for possible use in the ATLANTA CONSTITUTION with her story on Ixtapa.
4. The editor of EL HERALDO selected 16 black and white photos of various Mexico destinations for future use in that newspaper.

5. Provided 19 black and white photos and color slides of Acapulco, Ixtapa, Puerto Vallarta and Cancun for use by Greatways Promotions, Southfield, Mich.
6. Twelve slides of Mexico City, Zihuatanejo, Puebla, Baja, Acapulco, Taxco and Cancun were supplied to International Harvester for use in a presentation on possible plant sites.
7. Sent Twin Cities Tours, Burnsville, Minn., 12 black and white photos of Mazatlan, Cancun and Acapulco plus background material for use in a travel brochure.
8. Mibar Travel Coordinators, Milwaukee, obtained 20 black and white photos of various Mexican destinations for use in promoting travel.
9. ITA, West Des Moines, Iowa, was sent background material on Acapulco to use for promotional purposes.
10. Photos of Mazatlan, Patzcuaro and Chihuahua were provided to TRAVELAGE MIDAMERICA for use in their Mexico issue. (10)
11. Sent to Passport Travel, Overland Park, Kansas, six color slides of Cancun and Mexico City for use in travel brochures.
12. Background material on the Yucatan, including Merida and the ruins of Chichen Itza, Uxmal and Tulum, was sent to the ELGIN DAILY COURIER NEWS.

IV. COMMUNICATIONS ACTIVITIES

A. In Support of Regional Director Programs

1. Prepared for Sr. Sanchez-Navarro an official letter inviting Peter Nuno of WGN-TV, Channel 9, to attend and film the inaugural flight of Republic Airlines to Mexico November 4-5.

B. Destination Stories

1. Acapulco -- A destination story emphasizing the new modernization was sent to major and suburban Midwest publications to bring them up to date on this project.

2. Mexico Briefs -- A news release on various destinations throughout Mexico was sent to major and suburban Midwest publications to create interest in destinations and activities throughout the country.

C. Other Publications/Promotional Activities

1. The photo and caption of Miguel Aleman and former President Gerald Ford taken at the ASTA Convention in Honolulu were sent to five select publications in the Midwest.

V. COUNSELING/PLANNING ACTIVITIES

A. Noteworthy Media Accomplishments:

1. Set up an interview with Maria Louisa Muruato of the Chicago office and the CHICAGO TRIBUNE for a story on how to make Mole. The story and photo of Mrs. Muruato, with Chicago office credits, will appear in October.
2. Met freelance writer John Emery, who said he wrote a travel feature on train travel in Mexico and wanted suggestions for placing it. I suggested he contact the ST. LOUIS POST DISPATCH, which subsequently bought the story and it was published September 20.
3. Contacted SUCCESS UNLIMITED MAGAZINE and SATURDAY EVENING POST, and both publications are interested in doing future stories on Mexico.

B. Significant Contact:

A significant contact was Nancy Adams, feature reporter of the CHICAGO TRIBUNE, who does freelance travel writing for her newspaper and other publications. I was able to provide her with significant information on Mexico for a story she is writing on Ixtapa.

C. Promotion Programs:

1. Continuing to work with Ms. Grace Decker of the Promotion Group Central on coordination and materials for the Sears/Mexican Holiday Sweepstakes promotion.

2. Beginning to set plans for the 1982 Minneapolis Aquatennial in which Mexico will be a featured country.
3. Working with Sr. Sanchez-Navarro on the E.F. McDonald Fiesta de Las Americas promotion in Dayton, Ohio, October 22-24.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

- | | | |
|-----------------------|----|---|
| August 16, 1981 | -- | INDIANAPOLIS STAR, Indianapolis, Ind., circ: 360,682, 32 column inches. Story on Acapulco and the Tianguis which resulted from Corbin Patrick attending the event. |
| August 20, 1981 | -- | SAN DIEGO TRIBUNE, San Diego, Calif., circ: 131,000, 25 column inches. Feature story on Merida by Connie Sherley who visited there on a post-Tianguis trip. |
| September/
October | -- | CAMINOS DEL AIRE, Denver, Colorado, circ: 1.8 million, 110 column inches. This magazine of Mexicana Airlines reprinted the story on the Colonial Cities by Jo Nugent, who we sent to Mexico to write the story for the ROTARIAN MAGAZINE. |
| September/
October | -- | HOME & AWAY, Omaha, Nebraska, circ: 1.3 million, 65 column inches. This story on the Colonial Cities by Iris Jones resulted from our sending her to Mexico last spring. |
| September 7, 1981 | -- | TRAVEL AGENT, New York, circ: 32,000, 8 column inches. This photo and caption were taken at the Mexicana 60th anniversary and sent by us to the magazine. |

- September 14, 1981 -- TRAVELAGE MIDAMERICA, Chicago, circ: 10,000. In this issue, devoted to Mexico, we supplied many of the photos and much of the background information.
- October/November -- AAA TRAVELER, Columbus, Ohio, circ: 250,000, 40 column inches. This story on Puerto Vallarta resulted from our sending Aaron Leventhal to Mexico last spring.

B. Resulting from Other Sources

- August 1, 1981 -- CHICAGO SHORELAND NEWS, Chicago, 14 column inches. Travel story on Mexico City and Acapulco.
- August 9, 1981 -- CINCINNATI ENQUIRER, Cincinnati, Ohio, circ: 282,990, 14.5 column inches. News story on inflation and its effects on tourism.
- August 12, 1981 -- VANDALIA-BUTLER TRIBUNE, Vandalia, Ohio, circ: 2,455, 36 column inches. Feature story on an exchange student from Mexico.
- August 13, 1981 -- NEWTON MENNONITE WEEKLY REVIEW, Newton, Kansas, circ: 15,825, 24 column inches. Feature story on desert plants in Mexico.
- August 16, 1981 -- WILLOUGHBY NEWS-HERALD, Willoughby, Ohio, circ: 37,356, 36 column inches. Feature story on dining in Tijuana by Ronald Yates.
- August 23-
September 3, 1981 -- UPI -- Story on the establishment of the "tourist court" in Acapulco appeared in three Midwest newspapers. Circ: 647,724, 13 column inches.
- August 30, 1981 -- WILLOUGHBY NEWS-HERALD, Willoughby, Ohio, circ: 37,356, 27 column inches. Travel story on Puerto Vallarta.

- September, 1981 -- FORD TIMES, Detroit, Michigan, circ: 1,700,000, 25 column inches. Feature travel story on the night ferry to LaPaz by travel writer Ron Butler.
- September 2-
September 13, 1981 -- UPI -- Story by Murray Brown on Rosarito in Baja appeared in 10 Midwest newspapers. Circ: 1,723,335, 220 column inches.
- September 6-
September 20, 1981 -- UPI -- Story by Murray Brown on crossing the border into Mexico appeared in 10 Midwest newspapers. Circ: 757,924, 115 column inches.
- September 13, 1981 -- LOUISVILLE COURIER JOURNAL, Louisville, Ky., circ: 331,105, 42 column inches. Feature story by the LOS ANGELES TIMES writer Juan Vasquez on Mexicans shopping in the U.S.
- September 13, 1981 -- CHICAGO SUN-TIMES, Chicago, circ: 680,940, 7 column inches. UPI story on the ease of traveling to Mexico.
- September 13, 1981 -- KANSAS CITY STAR, Kansas City, Mo., circ: 399,006, 43 column inches. Travel feature on Puerto Vallarta by Constance Rosenblum, NEW YORK DAILY NEWS.
- September 20, 1981 -- ST. LOUIS POST-DISPATCH, St. Louis, Mo., circ: 252,198, 54 column inches. Feature story on traveling by train in Mexico.
- September 27, 1981 -- CHICAGO SUN-TIMES, Chicago, circ: 719,577, 12 column inches. Feature story on dining in Mexico by Ron Butler.

- August 20-29, 1981 -- MISCELLANEOUS CLIPPINGS: GORDON QUARNSTROM, Chicago, Ill. Various articles on Acapulco, circ: 256,362, 60 column inches.
- August/September -- MISCELLANEOUS CLIPPINGS -- These are clippings from a variety of daily and weekly newspapers in the Midwest. Many are round-up stories with Mexico mentions.

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D. C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes _____ or No X

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

2. Do you disseminate any material in connection with your registration:

Yes X or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Aaron D. Cushman

Signature

Oct 28, 1981

Date

AARON D. CUSHMAN

Please type or print name of
signatory on the line above

President

Title

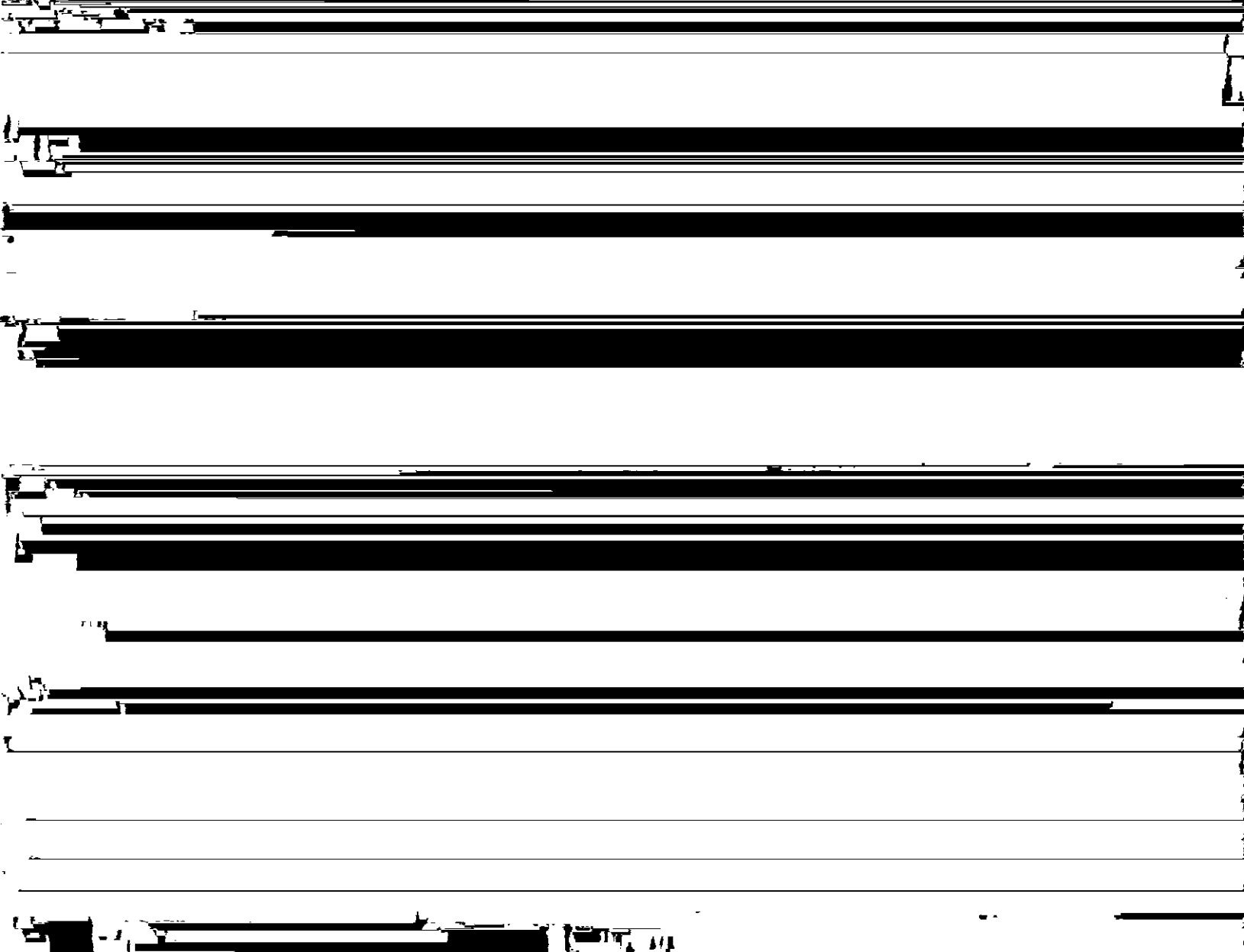
C. Promotion Program

Our major activity in this area will be tie-ins with airlines offering new routes to Mexico. We already have projects underway with Eastern and Republic to promote their new routes and just learned that Texas International has new routes from St. Louis and Cleveland to Mexico City.

VI. INDEX OF CLIPPINGS

A. Resulting from Agency's Direct Efforts

Clippings from the visit of Sra. Carmen Romano de Lopez Portillo and the Mexico City Philharmonic Orchestra.



- May 31, 1981 -- ECONOMIST NEWSPAPERS, Chicago, circ: 200,000, 36 column inches. Feature on Mexico City and Oaxaca by Carolyn and Marlin Landwehr which resulted from sending them there in April.
- June 4, 1981 -- TRAVEL AGENT MAGAZINE, New York, circ: 32,000, 12 column inches, photo and caption. Agency supervised photography at a joint seminar in Chicago and sent it to the magazine.
- June, 1981 -- TRAVEL NEWS SERVICE, Chicago, circ: 800,000, 24 column inches. Feature story on Acapulco resulted from Gordon Quarnstrom attending the 1981 Tianguis.
- June 14, 1981 -- ECONOMIST NEWSPAPERS, Chicago, circ: 200,000, 35 column inches. Feature story on Acapulco resulted from Gordon Quarnstrom attending the 1981 Tianguis.
- June 21, 1981 -- POINTER PUBLICATIONS, Chicago, circ: 56,000, 39 column inches. Feature story on Acapulco resulted from Gordon Quarnstrom attending the 1981 Tianguis.
- June 9, 1981 -- GARY POST-TRIBUNE, Gary, Indiana, circ: 82,200, 9 column inches. Story on Beryl Ann Brownell of this paper winning La Pluma de Plata. Resulted from agency supplying background material for the story.
- June 28, 1981 -- GARY POST-TRIBUNE, Gary, Indiana, circ: 86,424, 23 column inches. Feature on Acapulco resulted from Beryl Ann Brownell's visit to the Tianguis.

B. Resulting from Other Sources

- May, 1981 -- RESTAURANT HOSPITALITY, Cleveland, Ohio, circ: 76,000, 17.5 column inches. Feature story on the restaurant at the Acapulco Princess.
- May 17, 1981 -- SPRINGFIELD STATE JOURNAL-REGISTER, Springfield, Ill., circ: 57,820, 15 column inches. Feature story on Ixtapa from Copley News Service.

May 17, 1981 -- SUNDAY CAPITAL-JOURNAL, Topeka, Kansas,
circ: 73,414, 18 column inches.
Travel story on Rosarito in Baja.

May 20, 1981 -- DES PLAINES JOURNAL, Des Plaines, Ill.,
17,200, 12 column inches. Feature
story on the many contrasts in Mexico.

May 20, 1981 -- DES PLAINES JOURNAL, Des Plaines, Ill.,
circ: 17,200, 42 column inches. Travel
story on Mexico City.

May 21, 1981 -- JOURNAL-STANDARD, Freeport, Ill., circ:
18,794, 12.5 column inches. Feature
story on the bargain vacations in Mexico.

May 24, 1981 -- COLUMBUS SUNDAY DISPATCH, Columbus, Ohio,
circ: 330,287, 21 column inches. Travel
story on Ixtapa from Copley News Service.

May 24, 1981 -- ST. PAUL PIONEER PRESS, St. Paul, Minn.,
circ: 244,281, 6 column inches. Short
story on Tijuana.

May 24, 1981 -- COURIER JOURNAL, Louisville, Ky.,
circ: 206,903, 29 column inches.
Feature story on Ixtapa/Zihuatanejo
by Jerry Hulse of the LOS ANGELES TIMES.

May 31, 1981 -- COLUMBUS SUNDAY DISPATCH, Columbus, Ohio,
circ: 330,287, 19 column inches. Stan
Delaplane feature on Cortez and treasures
in Mexico City.

June 4, 1981 -- WATCHMAN ADVOCATE, Clayton, Mo., 59
column inches. Travel feature with
photos on Puerto Vallarta.

June 7, 1981 -- YPSILANTI PRESS, Ypsilanti, Mich., circ:
15,857, 16 column inches. AP story on
the growth of El Paso and Juarez.

June 14, 1981 -- MINNEAPOLIS TRIBUNE, Minneapolis, Minn.,
circ: 593,526, 4½ column inches.
CEDAR RAPIDS GAZETTE, Cedar Rapids, Iowa,
circ: 75,534, 4½ column inches. Story
in both publications on traveling in
Mexico by train.

- June 14, 1981 -- THE TIMES, Hammond, Ind., circ: 71,915,
20 column inches. Travel story on
Taxco.
- June 14, 1981 -- CHICAGO TRIBUNE, Chicago, circ:
1,139,079, 18 column inches. Stan
Delaplane story on dining in Mexico
City.
- April/May -- GORDON QUARNSTROM -- Various travel
stories in Midwest publications.
Circ: 54,475, 76 column inches.
- May/June -- MISCELLANEOUS CLIPPINGS -- The following
are clippings from a variety of daily
and weekly newspapers. Many are round-
up stories with Mexico mentions.

FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE

ITINERARY FOR PRESS TRIP TO MEXICO CITY,

CUERNAVACA, IXTAPA/ZIHUATANEJO

July 18-25, 1981

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SATURDAY, JULY 18

9:00 a.m. (CDT) -- Depart Chicago on Mexicana Flt. #803 for Mexico City, arriving at 11:40 a.m. (CST).

Driver: Andre Flores
Hotel: Hyatt Continental

1:30 p.m. -- Walk to the nearby Zona Rosa for lunch.

7:00 p.m. -- Cocktails in the hotel with General Manager Werner Neuteufel.

8:30 p.m. -- Dinner at Hacienda de los Morales.

SUNDAY, JULY 19

9:00 a.m. -- Attend the performance of the Folkloric Ballet.

That afternoon will be spent at the famous Museum of Anthropology.

MONDAY, JULY 20

9:00 a.m. -- Drive to Cuernavaca, visit the major attractions in the city. Lunch: Las Mananitas. After lunch, visit the Cuernavaca Racket Club. Return to Mexico City for dinner.

ITINERARY
ADD ONE

TUESDAY, JULY 21

Drive to the pyramids at Teotihuacan with sightseeing along the way. Return to Mexico City for dinner at Rivoli Restaurant.

WEDNESDAY, JULY 22

Morning free for individual interests.

3:15 p.m. -- Depart Mexico City for Ixtapa/Zihuatanejo on Mexicana Flt. #505 arriving at 3:55 p.m.

Hotel: Krystal

THURSDAY, JULY 23

Tour of Ixtapa and boat trip around the coast in the morning. Afternoon free for individual interests.

FRIDAY, JULY 24

Drive to the new Club Med and visit the new facilities there.

SATURDAY, JULY 25

7:50 a.m. (CST) -- Depart Ixtapa on Mexicana Flt. #510 for Mexico City, arriving at 8:30 a.m. Depart Mexico City on Mexicana Flt. #800 for Chicago at 9:55 a.m., arriving at 2:30 p.m. (CDT).

#

GUEST LIST

MEXICO CITY, CUERNAVACA, IXTAPA/ZIHUATANEJO

PRESS VISITATION TRIP

July 18-25, 1981

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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.

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.

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 aethereal 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 Argentinita" 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

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IN
REGISTRATION UNIT
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

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ECONOMIC
RESEARCH
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STATISTICS

STORY OF CHAPULTEPEC

Chapultepec Castle, standing on the summit of 164-foot Grasshopper Hill near the eastern edge of Chapultepec Park, occupies a site that has figured in Mexican history for eight centuries.

In ancient times, lakes filled the Valley of Mexico, and the hill was almost surrounded by water. Arriving in the Valley about 1216, the Aztecs wandered around the lake shores for a number of years, finally establishing themselves on Grasshopper (chapulin) Hill where there were many springs of fresh water.

They leveled the hilltop, built an altar to their god, Huitzilopochtli, and lived in relative peace until 1299 when neighboring tribes, outraged by the Aztecs' barbarous practices, successfully assaulted the hill.

Before Hernan Cortes could begin his 80-day siege of Tenochtitlan in 1521, he had to capture a fort the Aztecs had built on the top of the hill. In 1530, by decree of the Spanish monarch, Chapultepec Hill and the forest surrounding it were declared a place of recreation, in perpetuity, for the capital's inhabitants.

- more -

CHAPULTEPEC
ADD ONE

Luis de Velasco, second Viceroy (1550-64), remodeled and enlarged the palace erected for Nezahualcoyotl to serve as a summer recreation palace for the viceroys. On the site of the old Aztec temple atop the hill, he established a Franciscan hermitage.

Two centuries later, another Viceroy began construction of a larger, more ornate palace on the crest of the hill, but work on it ceased when the King of Spain found its cost to be prohibitive, and also because he suspected that the Viceroy intended to use it as a fortress. In 1841, after extensive repairs and adaptations, the Military Academy was installed there. Then came the Mexican-U.S. War and on September 13, 1847, the hill and Academy fell to the American invaders.

New invaders, the French, dropped anchor off Veracruz in January, 1862, and in little more than two years French troops subdued Mexico in preparation for the arrival of Maximilian and Carlota, who landed at Veracruz in May, 1864.

That was when the name Chapultepec Castle was first heard, for the French-imposed Emperor chose to make it his home, ordering complete restoration of the building. It was lavishly adorned and furnished with contemporary European elegance. But, the young couple's enjoyment of such opulence was short-lived, for Carlota went insane and Maximilian died before a firing squad, by order of President Benito Juarez, in June, 1867.

CHAPULTEPEC
ADD TWO

Juarez, a man of the people, refused to live in the Castle, preferring to return to his old apartment in the National Palace. All of his successors, however, did live there at least part of the year, until 1934 when Lazaro Cardenas, another man of the people, became President. In 1940, he created the National Institute of Anthropology and History and ceded Chapultepec Castle to the Institute to house the National Museum of History. Once the exhibits were collected and arranged, the Museum was opened to the public on September 27, 1944.

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THE PYRAMIDS OF TEOTIHUACAN

Thirty-one miles northeast of Mexico City stand the lofty pyramids of Teotihuacan, one of the most popular tourist attractions in Mexico.

The Pyramids of the Sun and Moon, the Citadel, the Palace of the Quetzal-butterfly, Palace of the Jaguar, Temple of the Feathered Shells and the Street of the Dead are all that remain of what was, at one time, one of the most important cities on the Continent.

It was a great economic, religious and cultural center that attracted pilgrims and influenced the lives of people as far away as present-day Guatemala. Its influence spanned from about 500 A.D. until the 7th Century when much of the city was burned, probably by invading tribes. It was a ghost city in ruins when the Aztecs found it centuries later.

Much remains lost in the mists of ancient history. Although some of the story of the people who built these great pyramids has been put together by archeologists, the mystery continues. There is evidence that these people came from the East some 2,000 years ago, and their culture was based on the rain god.

PYRAMIDS OF TEOTIHUACAN
ADD ONE

Today, there are no "Teotihuacanos." Their language is unknown and the original name for the city lost. The present name is Aztec, meaning "place where men became gods."

Another theory is that this was once a capital of the Toltecs, builders of one of Mexico's greatest civilizations. Scholars say that they were brought to such heights under the leadership of a European -- Quetzalcoatl. There has been much speculation as to his origin. Some say he was a viking, or Ireland's St. Brendan or perhaps an ancient Egyptian.

Monuments to this man-god abound at the site. He is depicted as the plumed serpent. He is also known in the Yucatan so there is speculation that the Toltecs, after leaving Teotihuacan went south and blended with the Mayas in that area. Quetzalcoatl is said to have finally sailed back east, promising some day to return. Moctezuma, knowing of this pledge, mistook Hernan Cortes for the ancient man-god.

The first systematic archeological investigation of Teotihuacan was initiated by the Federal government in 1905, at which time the Pyramid of the Sun and several other structures were explored and partially reconstructed. Since then, several other major investigations have been conducted. As a result of these programs, the main thoroughfare and the major structures now reflect some of the grandeur of the city at its peak.

FOR: MEXICAN GOVERNMENT TOURISM OFFICE
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Philip D. Hoffman

CUERNAVACA

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IN SECT. 1
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CO. Immediate

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 restored them. Today they are a glimpse of what life may have been in days gone by.

- more -

CUERNAVACA
ADD TWO

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. 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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CUERNAVACA'S PALACE OF CORTES -- A WALK THROUGH HISTORY

The center of town has never changed in Cuernavaca, at least not for the past thousand years. It's where the Palace of Cortes now stands.

Beneath this austere structure, archeological exploration has revealed at least four distinct phases of pre-Columbian architecture. Temples and pyramids once stood on this spot as a place of worship.

When Cortes conquered and burned the City of Cuauhnahuac, now known as Cuernavaca, in 1521, he destroyed the great palace. The first structure to be erected on the ruins was a provisional altar.

Until Cortes was granted all the lands which now comprise the State of Morelos, the only structure on the site was an enclosure where tribute was paid.

In 1529, Cortes began work on the Palace, which was to serve as the seat of government. Construction continued, even though Cortes returned to Spain in 1540, never to return. It was used by the Governor of the State of Morelos, courts, and other offices before being restored and converted into a Museum of Anthropology, second only to the one in Mexico City.

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Today, the archeological excavations, appropriately accentuated by lighting, are displayed beneath the building. The walls of the entire museum have been redone to show the various periods of development, including fragments of the Tlahuica culture.

Exhibits on the first floor are intended to carry the visitor through the anthropological and ethnic development of the area. On the second floor are articles and artifacts of the Mexican Revolution. Also seen here are the murals of Diego Rivera.

On the first floor is the most complete collection of religious festival masks ever assembled in one place.

Also found in the museum are the workings of an old clock, formerly in the nearby Cuernavaca Cathedral. Construction on the Cathedral began in 1525, and was completed in 1552.

This fortress-like Cathedral boasts great buttresses and square battlements. On the top is a platform where artillery pieces once were placed.

The interior of the Church of the Assumption, as it is now called, has been renovated in the past twenty years. The entire wall of the presbytery is covered with gold. The altar consists of a great block of polished stone.

During the renovation, murals were discovered on the walls. Experts believe these to be some of the greatest contributions to the history of art in Mexico. The murals cover the great doors of the Cathedral, and are Oriental in concept.

CUERNAVACA PALACE OF CORTES
ADD TWO

It's believed they may have been painted by an Oriental who embraced the Christian faith and arrived here from the Philippines on one of the ships landing at Acapulco. The murals were probably painted around 1598, or shortly thereafter. They relate the story of the persecution and crucifixion of 24 Christian martyrs at Sokoni, Japan.

Today, the Cathedral is also known for the beautiful, solemn Mariachi music performed Wednesday nights and Sunday mornings.

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IXTAPA/ZIHUATANEJO:
MEXICO'S ALMOST UNDISCOVERED RESORT

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

IXTAPA/ZIHUATANEJO
ADD ONE

as 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

IXTAPA/ZIHUATANEJO
ADD TWO

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 Ixtapa, 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--a total of 1,860 rooms.

To complete phase I of Ixtapa's development, plans are on the board to build three more hotels: Dorado, Pacifico and ICA Sheraton. The Camino Real, operated by Westin Hotels, will be ready by September, 1981. Real de Palmas and Las Mananitas, two condominium projects, will be completed by year's end. Also, the Playa Sol condominiums are scheduled for occupancy in October, 1982.

The crescent-shaped La Puerta Beach looks much like a sized-down version of Acapulco Bay. There's parasailing, 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

IXTAPA/ZIHUATANEJO
ADD THREE

open-air restaurants and other luxuries to keep you close at hand.

The more exuberant can try the challenges of the Robert Trent Jones-designed, 18-hole golf course, or any of the lighted tennis courts in Ixtapa. As the sun sets across the beachfront and the ocean waves roll gently in, it's time to relax at one of the hotels' poolside dining rooms and enjoy the balmy night air.

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FOR: MEXICAN GOVERNMENT TOURISM OFFICE

CONTACT: Philip D. Hoffman

FOR RELEASE Immediate

FLYING PRIVATE PLANES INTO MEXICO IS EASY

Private airplane pilots can fly into Mexico almost as easily as an automobile driver can drive into Mexico--but it takes a little planning.

The first step is to file a border crossing flight plan with any U.S. FAA Flight Service Station at least 30 minutes prior to entering Mexico. A request for Mexican customs and immigration should be made at the same time.

Make certain that all aircraft papers required by the U.S. FAA are aboard, including registration, airworthiness certificate, radio license, operator's manual, and log books.

If flying a rented, borrowed or club aircraft, permission to take the aircraft into Mexico must be in writing on the owner's letterhead. Notarized authorization is preferred.

There must also be proof of Mexican liability insurance. It is strongly recommended that this be obtained prior to landing.

Mexican government regulations require that piston aircraft of less than 16 seats land at the airport of entry nearest the border. Prior to landing, the pilot should disclose his U.S. border-crossing flight plan by radio. Round robin flight plans are accepted at some FAA Flight Service Stations. This plan is for Search and Rescue purposes only, and commits the pilot to return through the same U.S. border station on a predetermined day.

FLYING PRIVATE PLANES INTO MEXICO
ADD ONE

Following arrival, a report must be filed at the Airport's operations office, along with a general declaration form and a flight plan for the next leg of the trip.

The pilot must also have proof of U.S. citizenship. A tourist card can be acquired and filled out in advance, or picked up in Mexico.

In addition to proof of citizenship, minors (under 18) not accompanied by parents must have a notarized letter from both parents authorizing them to make the trip. If one parent is present, there still must be a notarized letter from the other.

Aviation gas is available from all Mexican international airports, and these purchases can be made with major credit cards. However, be prepared to pay in cash at smaller resort airports.

The last landing in Mexico must be at one of the listed Airports of Entry. The same people who entered must leave, unless prior arrangements have been made.

The same regulations are required to enter the U.S. as to enter Mexico. Thirty minutes advance notice is required for U.S. Customs, who should be notified prior to the last landing in Mexico. Though this is not required, it saves time and is recommended. The radio call should also include information about the airplane's number, number of passengers and nationalities, and pilot's name.

Aircraft with a cruising speed of 150 knots or more should contact the U.S. FAA as far out as possible, advising speed and altitude. The nearest FAA Air Traffic Control Center will then assign a four-digit transponder code to comply with U.S. Department of Defense regulations.